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AMERICAN COUNCIL OF LEARNED SOCIETIES

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BULLETIN NO. 16
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PUBLICATION OF BOOKS AND MONOGRAPHS
BY LEARNED SOCIETIES

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PUBLICATION
OF BOOKS AND MONOGRAPHS
BY LEARNED SOCIETIES

A SURVEY MADE FOR THE
AMERICAN COUNCIL OF LEARNED SOCIETIES

BY
JOHN MARSHALL

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FOREWORD

This survey was undertaken at the request of the American Council of Learned Societies. It concerns primarily the publishing activity of the eighteen constituents of the Council so far as that activity relates to separate publications, that is, books, as contrasted with periodicals. Some books here considered may have been issued as volumes in a series; but they are nevertheless separate publications which were issued occasionally and which contained only one item by one author, as contrasted with periodicals which are issued regularly and contain a number of unrelated items by different authors. If publications which in other respects fall within the scope of this survey were issued as supplements to a periodical, they have not been considered, but have been left for treatment in a survey of periodical publishing now in progress.

The information needed for the present survey was obtained, whenever circumstances allowed, by an interview with an officer of the society concerned. In all cases, the accounts of each society's activity which appear in Appendix A have been read and approved by some officer of the society. These accounts include developments up to January 1, 1931, only; whenever possible, financial statements are given as of December 31, 1930. Part I, likewise, summarizes the activity of the societies up to the beginning of 1931; in a few instances, later developments are mentioned in footnotes. In general, activity before 1920 has not been taken into account, since changed conditions after the war make its consideration of little use.

In Part I, I have endeavored merely to summarize the practices and policies which have been apparent in the societies' activity so far. Occasionally, comparison has been carried to a point where the reader should be able to judge for himself the advantages or disadvantages of conflicting tendencies. But for the most part, discussion of controversial matters has been relegated to Part II.

There I have endeavored to furnish the reader with sufficient information on points at issue so that he may consider for himself the validity of conclusions arrived at. In general, I have avoided definite recommendations, since I feel they are not yet justified. Until present methods have been further experimented with, and their more obvious defects remedied, they cannot be finally condemned or commended.

I wish to take this opportunity to express my indebtedness to the officers of the American Council of Learned Societies and of its constituents, and to others, who have so kindly furnished information that I needed. It is my hope that this survey may in some way prove sufficiently useful to justify the trouble which they have taken to make its preparation possible.

March 25, 1931

JOHN MARSHALL

AMERICAN COUNCIL OF LEARNED SOCIETIES

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CONTENTS

PUBLICATION OF BOOKS AND MONOGRAPHS BY LEARNED SOCIETIES

PART I

THE PUBLICATION OF BOOKS BY CONSTITUENTS OF THE AMERICAN COUNCIL OF LEARNED SOCIETIES.....	7
---	---

PART II

PROBLEMS ENCOUNTERED IN THE PUBLICATION OF SCHOLARLY BOOKS AND MONOGRAPHS.....	40
---	----

APPENDICES

A. THE PUBLISHING ACTIVITY OF THE INDIVIDUAL SOCIETIES.....	74
American Philosophical Society.....	74
American Academy of Arts and Sciences.....	74
American Antiquarian Society.....	77
American Oriental Society.....	79
American Philological Association.....	84
Archaeological Institute of America.....	87
Society of Biblical Literature and Exegesis.....	93
Modern Language Association of America.....	94
American Historical Association.....	100
American Economic Association.....	109
American Philosophical Association.....	111
American Anthropological Association.....	115
American Political Science Association.....	119
Bibliographical Society of America.....	122
American Sociological Society.....	124
History of Science Society.....	124
Linguistic Society of America.....	126
Mediaeval Academy of America.....	131
B. FINANCIAL SUMMARY.....	138
C. SUMMARY OF COSTS, PRICES, AND SALES.....	140
D. DISCUSSION OF FREE DISTRIBUTION.....	143

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AMERICAN COUNCIL OF LEARNED SOCIETIES

PART I

THE PUBLICATION OF BOOKS BY CONSTITUENTS OF THE AMERICAN COUNCIL OF LEARNED SOCIETIES

I. INTRODUCTION

The publication of books by constituents of the American Council of Learned Societies is treated in detail in the accounts of each society's activity which are included in Appendix A. The present survey is based on the information these accounts contain. It is not necessarily comprehensive, however: in most cases the usual practice or policy is stated, and prominent divergences noticed.

Actually the experience of twelve of the eighteen constituents of the Council furnishes most of the information utilized. Of these twelve constituents, eleven publish humanistic material in book form as a part of their regular activity.¹ The twelfth, the Economic Association, has issued one such publication as a special activity.

Of the six remaining constituents, two, the Philosophical Society and the Academy of Arts and Sciences, issue publications in series, each volume of which, since devoted to one study of substantial length constitutes a separate publication in book form. But of late they have published only scientific material. Yet the Philosophical Society has on hand a considerable amount of humanistic material that might be published if funds were available, and the Academy of Arts and Sciences is beginning to publish humanistic material regularly. A third constituent, the Antiquarian Society, formerly issued a similar series, but at present devotes its funds to other purposes.

Each of the three remaining constituents would undoubtedly undertake the publication of books if such activity could be financed. Indeed, the Political Science Association has carefully

¹ The Oriental Society, the Philological Association, the Archaeological Institute, the Modern Language Association, the Historical Association, the Philosophical Association, the Anthropological Association, the History of Science Society, the Bibliographical Society, the Linguistic Society and the Mediaeval Academy.

worked out a programme of publication, and is endeavoring to obtain funds to put it into effect. Likewise, the Society of Biblical Literature and Exegesis, and the Sociological Society, though neither of them has sufficient funds to undertake publishing of this sort as a part of their regular activity, recognize needs which their periodicals do not meet.

Thus, all eighteen of the constituents of the Council in their different fields of interest either have already found it advisable to publish books as a part of their regular activity, or recognize publication needs which make an extension of their present activity desirable.

2. FUNDS AVAILABLE, THEIR APPLICATION AND ADMINISTRATION

No society has yet been able to finance the publication of books entirely from its current funds, though some have been able to supplement other funds with appropriations from current income. Thus, the Philological Association, to augment its publication fund, assesses a specified amount from all dues paid by its members. The Modern Language Association has been able to make appropriations from its current funds to build up its Monograph Endowment Fund. Recently the Anthropological Association was able to meet almost the entire expense of publishing one of its *Memoirs* from its current income. It is the policy of the Linguistic Society to bear a part of the expense of the volumes issued in its *Monograph Series*, and it has made appropriations for that purpose in several instances. But aside from these few exceptions, the funds utilized for such publishing have either been procured by special effort, or have been given to meet a special need which the donor recognized.

The twelve constituents whose experience furnishes a basis for this summary have received, for the most part since 1919, for publishing books a total of \$220,098.74.¹ Of this total, \$29,349.71 is endowment, of which the income only may be utilized. The remaining \$190,749.03 was received under such conditions as to make it available for immediate use.

¹ For the statistics on which these totals are based, and for an explanation of the method by which they were compiled from the tabulations included in the accounts of each society's activity, see Appendix B.

The two ways in which these funds have come to the societies may be illustrated by the cases of the two endowment funds which make up the total mentioned above. The Nies Fund of the Oriental Society, with a capital of \$10,000, came as a bequest from a member who recognized of his own accord the need which the fund now meets. On the other hand, the Monograph Endowment Fund of the Modern Language Association, with a capital of \$19,349.71 was obtained by an active campaign for contributions from members of the Association, and from its friends.

Funds available for use have been obtained in similar ways from four sources: first, from foundations; second, from individual contributions; third, from current funds; and fourth, from investments, either of endowments previously mentioned, or of available funds when they were not in use. In only one instance was a grant from a foundation made without solicitation by the Society. Most individual contributions were made upon request.

Of the total of \$101,500 contributed by foundations, \$93,000 was granted by the Carnegie Corporation of New York, in amounts ranging from \$5,000 to \$25,000.¹ The remaining \$8,500 came from the American Council of Learned Societies. Contributions from individuals have amounted to \$57,653.40. This total includes \$25,000 given to the Archaeological Institute as loans to be repaid from the proceeds of sales of the *Mythology of All Races*. The next largest single item, \$11,750, was collected for the continuation of Sabin's *Dictionary* by the Bibliographical Society. Appropriations from general funds amounted to \$10,718.98. Finally, interest on the investment of available funds, and income from the endowments amounted to \$20,876.65.

Already a large proportion of the funds received have been utilized in publishing. Of the total of \$190,749.03 available for publishing during the last ten years, the sum of \$114,802.63 has been invested in the publication of fifty-nine books, of which a total of 64,704 copies were printed. 12,374 copies have already been sold, and 19,630 more distributed free;² there remains on hand

¹ Of this total, \$3,000 was appropriated by the Modern Language Association from a larger grant for special purposes.

² This total does not include copies given to authors, or copies distributed for purposes of advertising.

a stock of 28,047 copies. From the sale of these books net proceeds amounting to \$41,065.89 have been realized, leaving a balance on hand for future use amounting to \$113,298.61.

Thus it is apparent that the publication of books has become, and seems indeed likely to continue, an important activity of these societies. Each of them, moreover, in endeavoring to utilize these funds to the best advantage, has developed practices and policies, which may now be profitably compared and evaluated.

With regard to the administration of the funds themselves, the the societies' practice is much the same. The two endowments are both in the hands of trustees. In the case of the Nies Fund of the Oriental Society, the trustees were appointed by a provision of the bequest. In the case of the Monograph Endowment Fund of the Modern Language Association, the trustees are elected by the Association to have charge of all its investments.

Funds that are available for use are in most cases carried in special accounts, to which all expenses of publication are charged, and all proceeds from sales are credited. Such accounts are frequently referred to as 'revolving funds', since in theory—though seldom in practice—the charges for expenses are replaced by the proceeds from sales. All grants by the Carnegie Corporation (see above, p. 9) were made with the understanding that they should be utilized in this way.¹ Moreover, the income from the two endowments is similarly administered, it being carried as a special account to which all proceeds from sales are credited. Similarly, this practice has been adopted by the Archaeological Institute in financing the *Mythology of All Races*. With the exception of the grant of the Carnegie Corporation, all funds secured were lent to the Institute, with the understanding that they should eventually be returned to the lender when sufficient proceeds from sales had been realized. Thus the fund, instead of being used for further publishing, will, with the exception noted, revert to the contributors.

On the other hand, the two societies which for the most part distribute their publications free (the Anthropological Association

¹ In the case of the \$3,000 appropriated from a larger grant made by the Corporation (see page 9, Note 1), this is equally true, though not stipulated by the Corporation.

and the Linguistic Society) cannot realize from such distribution a sufficient return to support further publication. Accordingly, proceeds from the sale of surplus copies are turned into current funds, from which the expenses of distribution were met.

It is in general the practice of these societies somehow to invest their funds when they are not required for use. In view of the fact that they must be frequently drawn upon for expenses, usually it is expedient only to invest them in a savings bank. On the other hand, when the fund is comparatively large, and when it will not be entirely utilized for several years, some more profitable investment is possible. Thus the Revolving Publication Fund of the Historical Association, and the Carnegie Revolving Publication Fund of the Mediaeval Academy, both established by grants of \$25,000 made by the Carnegie Corporation of New York, have been invested in securities.

Generally the same agency that selects material for publication arranges the financial details. In most cases, the selection of material must be in some measure influenced by the resources available. In one case, however, these two functions have been distinguished: the Committee on the Monograph Series of the Modern Language Association is responsible only for selecting material for publication; the Executive Committee is responsible for providing funds for the publication of such material as the Committee on the Series selects. Several years ago, indeed, the Executive Committee was forced to make special arrangements in order to provide for the publication of books chosen in this way when the funds available were insufficient. Another slight variation from the usual practice arises in the management of the Philosophical Association's fund: bills passed by the general editor of the series sponsored by the Association, *Source Books on the History of Sciences*, are presented for approval to a specially appointed committee, and are paid by the Treasurer after this approval is granted.

The only noteworthy divergence of practice in making charges against these funds arises directly from the use to which they are put. In several instances, such as the Philosophical Association's series just mentioned, and in the Bibliographical Association's

continuation of Sabin's *Dictionary*, for example, considerable expense is incurred in the preparation of the material. It is the practice of the societies involved to charge this expense against their funds. Indeed in the case of the Philosophical Association only charges of this sort are made, since publication was arranged for commercially. But apart from this difference the societies are in general agreed to charge against publication funds only expenses involved in actual publication.

These expenses may be grouped under the following heads: administrative expenses,—i.e., expenses of the publication committee, postage, readers' fees, and any editorial expenses; expenses of manufacture; expenses of promotion; expenses of handling, storing, and insuring. By some methods of bookkeeping expenses incurred after printing are not itemized, but are merely deducted from proceeds of sales. Though expenses of administration are generally recognized as chargeable against these funds, the societies endeavor to keep them at a minimum. In one case, where a salaried officer is responsible both for editing material accepted, and for its printing and sale, a portion of his salary is charged against the society's publication fund. Likewise expense incurred by a committee set up solely for the oversight of publication is generally charged against the involved fund. In one case, a small appropriation for general administrative expense was made: the Modern Language Association on receiving its Revolving Publication Fund from the Carnegie Corporation at once transferred to its Permanent (invested) Fund the sum of \$529.15, intending by so doing in some measure to reimburse the Association for the administrative expense involved in the oversight of the Fund. The usual income from this appropriation, however, (at five per cent. amounting only to about \$25.00) would hardly make adequate provision for expense of this sort.

Thus these societies endeavor by their careful administration to make the funds at their disposal of as much service as possible to scholars in their fields. Authors with material which could not be otherwise published can now present it to these societies, which by means of the capital they have secured, are able to make it available to the scholarly world at large.

3. POLICIES APPARENT IN THE APPLICATION AND ADMINISTRATION OF THESE FUNDS

a. Relations with Authors. On the whole, the authors of learned books receive rather more liberal treatment from these societies than from commercial publishers or university presses. For the authors of such books, approaching publishers, have not infrequently been told that before undertaking the publication in question, the publisher must have assurance that at least a part of the expense can be borne either by the author, or by some interested party. But of these societies, only two (the Anthropological Association and the Linguistic Society), because of their lack of capital have been forced generally to depend on authors for funds to publish works submitted. Even these two societies have in some cases been able to make appropriations toward the publication of volumes issued. The Linguistic Society has been able to make an appropriation from its current funds for part of the publications issued in its *Monograph Series*. Recently the Anthropological Society has been able to finance a volume of its *Memoirs* almost entirely from current funds; but more often it has had to depend on the author for funds to meet the expense. Similarly, it was necessary for the author of one of the books issued in the *American Oriental Series* to come to the relief of the Oriental Society with a loan, when funds anticipated from other sources failed to materialize. It should be noticed also that in one instance the Mediaeval Academy has arranged that an author shall bear part of the expense. Moreover, the authors of the two concordances previously issued by the Mediaeval Academy of their own accord provided for the expenses of manufacture, the completed books being turned over to the Academy for marketing. But in most cases, the societies have been able to defray the entire expense with the capital secured for that purpose. As is usual in publishing arrangements, authors are expected to bear charges for which they are particularly responsible, such as charges for excess corrections in proof due to author's alterations.

There is a distinct tendency in the policy of these societies to recognize the society's indebtedness to the author, provided that the sale of his work is sufficient to reimburse the society's funds

for the amount invested. Thus the Philological Association, the Modern Language Association, in the case of publications issued with the support of its Revolving Fund, the American Historical Association, and the Mediaeval Academy agree to pay the authors of books published a specified royalty, after the proceeds of sales have been sufficient to cover the expense incurred. It should be noticed that the General Editor of the Philosophical Association's series, *Source Books in the History of the Sciences*, hopes to make a similar arrangement for the benefit of the editors of each volume.¹ In the case of the Mediaeval Academy, the authors of the two concordances which were manufactured without expense to the Academy, have received from the first a substantial royalty on all sales.

In other cases, when no provision for royalty exists, authors are frequently allowed a number of free copies of books published. Thus the Linguistic Society allows authors of books issued in its *Monograph and Dissertation Series* a 'substantial number' of free copies. The Modern Language Association allows the authors of books published in its *Monograph Series* ten copies free, and the privilege of buying not more than fifty additional copies at a discount of fifty per cent. from the list price. The Mediaeval Academy allows authors twenty copies free, and likewise the privilege of buying as many copies as they may wish in excess of this number at a discount of one-third.

The only exception to the usual practice in relations with authors occurs in the case of the Archological Institute's series, *The Mythology of All Races*. In this case, authors are paid an honorarium for their work on its completion. But it should be remembered that this exception is in some measure accounted for by the fact that this enterprise was begun as a commercial venture.

b. *Relations with other Agencies.* In a few instances the societies have come to the assistance of authors who, on submitting books to other publishers, have found that their publication was unlikely unless financial assistance were secured. Thus the Philological Association joined with Vassar College in making possible

¹The arrangement was sanctioned after this was written.

the publication of a book by a member of the faculty of that College; in this case, it was agreed by the publisher that the Association should share royalties with Vassar College in proportion to the contributions made. Similarly the History of Science Society has made a subvention to a university press to make possible the publication of a book in which it is interested. A variation of this practice occurred in the publication of the essays issued in honor of John Bates Clark by the Macmillan Company: the publication of the book was undertaken in view of the fact that the Economic Association agreed to purchase one thousand copies for sale to its members.

One society has officially stated its policy with regard to financing joint publication: the Mediaeval Academy has announced that it would not contribute to the support of publications issued by other institutions, though quite willing itself to serve as publisher in an enterprise of this sort. Indeed, it already has done so in the publication it issued for the Concordance Society, *A Concordance to the Historia Ecclesiastica of Bede*. The Historical Association's present Committee on Publication has not been willing to contribute toward the publication of books financed from other funds. Some divergence of practice in this matter is apparent. Yet there is reason to believe that the policy of most of these societies, apart from considerations of practical expedience, would be, in general, to avoid joint publication. The Philological Association, for example, is now planning to issue publications of its own. Thus, the only society which appears to be considering seriously adopting the policy of joint publication is the History of Science Society.

c. Definition of Interests. Though the Mediaeval Academy alone has officially defined its interests with relation to those of commercial publishers, namely, to give preference to the publication of material which might not otherwise be published, most societies by their practice have indicated a similar tendency. The fact that most of these societies cannot offer an author any immediate compensation for his work in the form of royalties, frequently obviates the necessity of considering this question. Moreover, in a number of instances manuscripts have come to the societies

only after they have been declined by commercial publishers. In the case of the Historical Association, members of its committee on publication have not infrequently suggested to authors that their work might appropriately be submitted to commercial publishers before it was considered further by the Association. In other instances, the material is so plainly of the sort that cannot be issued as a business venture, that no consideration of its eligibility has been called for. This is true particularly in the case of the Modern Language Association where at least one of the books issued had been declined by publishers as unlikely to bring a sufficient return to publish it commercially. Again, another instance where there can be hardly any question, is in the case of the material presented to the Linguistic Society for publication in its *Monograph Series*: such linguistic material is so expensive to print, and at the same time appeals to so small an audience, that there can be little chance of arranging to issue it commercially.

On the other hand, where there is a marked commercial demand for material, the procedure is similarly clear. In the field of anthropology, for example, there seems to be little difficulty in finding publishers for any meritorious material, who will pay its author the usual commercial royalties. Accordingly, the Anthropological Association is ordinarily asked to consider only material that is too costly or of too limited interest to be published commercially.

On the whole, it may be said that none of these societies accepts a book in the anticipation of realizing a profit from its publication. Frequently, of course, they can expect to lose less in publishing one book than another. But in general, the most that they can hope is that a book may eventually pay its own way; and, in view of the difficulties involved, even this hope is seldom realized.

A few of these societies accept as eligible for publication material presented by members only. The Modern Language Association, for example, has a general rule that material, to be eligible for any of its publications, must be the work of a member of the Association. The Linguistic Society publishes in its *Monograph Series* only the work of its members. With the exception of these few special cases, however, the societies which have resources available, in theory accept work from anyone. In practice, however,

most material is submitted by persons who, if not already members of the society in question, at any rate are likely to become members before their work is published.

In publishing of this sort, the question is almost certain to arise whether work in foreign languages will be accepted. For example, the Mediaeval Academy has already been forced to decline several works in languages other than English because of the fact that the amount of material in English already presented for consideration was so large. The Academy, therefore, has ruled that, for the time being, it will publish material in English only; it will, however, undoubtedly recognize that special instances will demand special consideration.

The Mediaeval Academy also has found it expedient to define its policy on two other matters. In the first place, it has announced that it will not accept for separate publication material which would extend to less than forty printed pages. This minimum allows for the separate publication of almost any article too long to appear in the Academy's journal, *Speculum*. In the second place the Academy has found it useful to have stated as an established rule the policy of not publishing in book form material that is easily available elsewhere.

Several of the societies have found it necessary to enunciate some policy with regard to publishing dissertations. As everyone familiar with learned publishing knows, the publication of dissertations for the doctorate constitutes a very real problem. Some universities, Columbia, for example, require the printing of a dissertation before the degree is granted. Others, Harvard, for example, make no requirements of this sort: Harvard dissertations are frequently published, to be sure; yet university requirements are satisfied by depositing a copy of the dissertation in the university library. Naturally the authors of dissertations and other interested scholars are eager to have dissertations made available. But publication is made particularly difficult by the fact that the limited scope of most dissertations makes them of interest to a small audience only, and further by the fact that requirements for documentation tend to make them especially costly to print. Accordingly, many dissertations which cannot be published other-

the sort of material to be selected has been adopted by the Political Science Association appointed. The Association has a subcommittee of its Committee on Policy which is at present investigating publication needs in the Association's field, primarily to determine the desirability of three series of publications proposed in the statement adopted.¹

Finally, it should be noticed that at least part of these publication funds are at present reserved for special enterprises. Thus the Oriental Society devotes the income from its Nies Fund to the *Library of Ancient Semitic Inscriptions*; the Archaeological Institute devotes its only publication fund to the *Mythology of All Races*; the Philosophical Association devotes its only fund to the *Source Books in the History of the Sciences*; the Bibliographical Society devoted its only fund to the continuation of Sabin's *Dictionary*; and the Linguistic Society devotes one of its funds raised specially for that purpose to the publication of a series of volumes on the *Vedic Variants*.

d. *Depletion of Funds.* With regard to the rate at which it is expedient to allow publication funds to be depleted, understandings have been reached in several of these societies. Thus, it is the present practice of the Historical Association to accept for publication worthy material as it is presented. A similar policy is apparent in the practice of the Modern Language Association, at least so far as its *Monograph Series* is concerned; for as been noticed, the Committee on Selection has the right to present to the Executive Committee any material which it deems worthy for publication, without regard to the funds available. In the case of one other society, the officers have agreed informally not to spend in any one year more than a specified amount, and furthermore, to spend no more than a given portion of this amount for any one publication. It is doubtful, if there will ever be any uniformity of practice on this point; indeed, it is purely a matter of expedience which each society must decide for itself.

4. SELECTION AND EDITING OF MATERIAL FOR PUBLICATION

Of the twelve societies actually engaged in publication only seven can ordinarily accept any eligible manuscript; namely, the

¹ For a full statement of this policy see Appendix A, pages 120, 121.

Philological Association, the Modern Language Association, the Historical Association, the Anthropological Association, the History of Science Society, the Linguistic Society, and the Mediaeval Academy.¹

Six of these seven societies entrust the selection of material to be published to a specially appointed committee. The method of appointing these committees varies. For example, the Publication Committee of the Philological Association is elected by the Association. The two committees of the Modern Language Association, which have charge of selecting material for the Association's two series, are elected by the Executive Council. The Publication Committee of the Anthropological Association is appointed by the president. In the Mediaeval Academy, however, the selection of material is left in the hands of the Executive Committee.

The procedure of these societies in selecting material varies only in details. According to the practice of some of the committees, the manuscript is read by each member before definite action is taken. In others it is read only by the members most concerned, who present a report to the other members of the committee.

In the procedure of some committees the opinion of experts outside the committee plays an important part, particularly if some member of the committee is not thoroughly familiar with the subject which the manuscript treats. Indeed, the advice of such experts has been sought already by most of these societies. In the case of the Mediaeval Academy, for example, it plays a very large part in the final decision with regard to accepting a manuscript. The Mediaeval Academy has no special committee to take charge of its publishing activity. By its procedure, the executive secretary, in conference with members of the Executive Committee decides to whom a manuscript should be referred for opinion. Generally, at least two opinions are secured before the manuscript is submitted for action to the Executive Committee, and the manuscript must be read in its final form by a member of the Executive Committee or of the Council before it can be accepted.

¹ It should be remembered that the Academy of Arts and Sciences in the future intends to accept humanistic as well as scientific material.

Some societies are accustomed to offer experts consulted an honorarium for their services. The amount of these payments differs considerably, some societies having a fixed payment for all manuscripts, and others varying the amount in accordance with the length of the material considered. Thus one society has a regular scale for determining the amount to be paid: ten dollars is allowed for the first fifty pages of typed manuscript, and five dollars in addition for each succeeding fifty pages.

In most cases some effort is made to gauge the expense involved in the publication of the manuscript in question. Thus in the Linguistic Society's procedure, after the editorial committee has found a manuscript in general satisfactory, it goes to the treasurer of the Society who serves as a business manager for its publications. He, in turn, secures estimates for the cost of manufacture and endeavors to arrange for adequate financial provision. No definite agreement is made until all such arrangements have been completed. Similarly before coming to a decision, the Publication Committee of the Historical Association sends a manuscript to its publishers, the Century Company, for an estimate of the cost involved.

In the case of the four societies that are engaged in the publication of series, in which volumes projected are assigned to authors for preparation, control of various sorts is exercised over the material accepted. In the case of the *Library of Ancient Semitic Inscriptions*, the Oriental Society, in adopting the plan, accepted preliminary assignments already made for the volumes called for. At the same time, however, an editorial committee was appointed to supervise the preparation of the material. The volumes issued by the Archaeological Institute in the *Mythology of All Races* are under the supervision of a general editor appointed by the Institute. Similarly a general editor supervises the preparation of the *Source Books in the History of the Sciences*, and has the responsibility of appointing editors for the individual volumes, though in consultation with his advisory board. Finally, the committee supervising the continuation of Sabin's *Dictionary* by the Bibliographical Society has some editorial functions; the actual preparation of material is done under its oversight by paid assistants.

In general, it may safely be said that it is far from easy to get a manuscript accepted for publication by a learned society. The officers of these societies feel very keenly their responsibility in the selection of material, for they recognize that in some measure American scholarship is known by the publications of these national organizations of scholars. Consequently all material accepted is subjected to a most careful scrutiny.

As a result, in the cases of the two societies where information is available, it will be seen that a considerable proportion of the manuscripts submitted has been declined. In each case several manuscripts were returned to authors for revision after preliminary consideration and were accepted only after the objections raised had been dealt with by the author. Indeed, since the officers of the societies are not infrequently more experienced than the authors of the material submitted, it may be confidently expected that benefit should result from such criticism, to an even greater degree, possibly, than from the criticisms of commercial publishers, valuable as they often are.

Most of these societies have some arrangements for editing material which they bring out. Thus the secretary of the Modern Language Association edits all manuscripts printed by the Association. Material published by the Linguistic Society is brought by its appointed editor into a reasonable conformity with the standard usage. Publications of the Mediaeval Academy are made to conform to a similar usage. It is noteworthy that the plans of the Political Science Association include provision for editorial expenses involved in preparing the proposed series of public documents. Indeed, though printers and publishers may in some degree be trusted to care for details of editorial practice, most societies which have engaged in publishing have discovered that further oversight is necessary.

So far as this investigation has showed, two societies only have undertaken surveys of material awaiting publication. The Mediaeval Academy on receiving its Carnegie Publication Fund sent out an inquiry to a large number of active mediaevalists. The Philological Association has issued a similar inquiry. In both cases a surprisingly large response resulted.

5. ARRANGEMENTS FOR PRINTING

Of the twelve societies actively engaged in publishing, four regularly arrange themselves for printing the books they issue. In the case of the Anthropological Association, the Publication Committee has charge of arrangements for printing; in the case of the Bibliographical Society, the special committee appointed to supervise the continuation of Sabin's *Dictionary*; in the case of the Linguistic Society, the treasurer, who acts as business manager of its publications; in the case of the Mediaeval Academy, the executive secretary. Besides, the Modern Language Association arranges for the printing of volumes issued in its *Monograph Series*, the secretary of the Association having charge. The Philological Association will in the future arrange its own printing; the editor of its *Monograph Series* will have charge.

On the other hand, in the cases of the Oriental Society, the Archaeological Institute, the American Historical Association, and the American Philosophical Association, the publishers with whom these societies have contracts make such arrangements. In addition, the Century Company arranges for the printing of books issued in the *Revolving Fund Series* of the Modern Language Association. In the case of the one book issued by the Economic Association, the Macmillan Company has charge of the printing, since the book was actually published by the Macmillan Company. Finally, when the Philological Association and the History of Science Society made subventions to university presses, the printing of the books supported was naturally arranged by the press in question.

On the whole it may be said that printing these books gives relatively little trouble. For a comparison of the cost of printing, a tabulation has been made, which appears in Appendix C. As this tabulation shows, the average cost per page of all these books is \$5.89 for an average edition of 1,133 copies. The societies seem on the whole to have secured work quite as satisfactory as the commercial publishers with whom other societies have relations. Some societies indeed have been conspicuously successful in obtaining good printing at low rates. The Linguistic Society, for example, has been able to print most of its *Monographs* and *Dissertations* at a cost of less than \$4.00 per page.

In general these books are printed in editions of not more than a thousand copies. In a few cases, larger editions have been printed, as may be seen from the tabulation in Appendix C; but as this same tabulation shows, in most cases, sales obtained so far indicate that an edition of a thousand copies should be sufficient for all practical needs.

6. PRICES AND DISCOUNTS

None of these societies have any stated policy with regard to pricing the books they publish. Most of them, however, include in the prices set a sufficient margin above the cost of manufacture to meet expenses of promotion and handling. Indeed, as the tabulation in Appendix C indicates, the average price of books already published is 2.8 times the average cost of manufacture per copy. In some individual cases, prices run much higher in relation to manufacturing cost. But in no case is a book offered for general sale at a price less than this cost.

It must be remembered, however, that these figures do not apply to the reduced prices at which many of these books are offered to members of the societies that publish them. Thus the Archaeological Institute, the Modern Language Association, in the case of its *Monograph Series*, and the Mediaeval Academy regularly offer books published to their members at substantial reductions. Furthermore, the Linguistic Society which regularly distributes its publications free to members, allows members discounts on the purchase of back issues.

Similarly a number of the societies, (the Oriental Society, the Archaeological Institute, the Modern Language Association, in the case of its *Monograph Series*, and the Linguistic Society, if the library is also a subscriber), offer their publications to libraries at a discount.

With three exceptions, all the societies which have issued publications regularly offer them at discounts to booksellers. These discounts range from ten per cent. to as high as forty-three per cent. The usual discount seems to be about twenty per cent. One exception occurs in the case of the Bibliographical Society which, since practically all copies of Sabin's *Dictionary* are sold

directly to purchasers, does not allow any discounts. The Economic Association, since the sales of the one book it has marketed was restricted to members, had no occasion to consider allowing discounts. Finally, the Linguistic Society has allowed discounts to booksellers only in return for special advertising.

Discounts have sometimes been allowed on sales made in advance of publication. The McGraw-Hill Book Company allows the sale of the Philosophical Association's *Source Books in the History of the Sciences* at a discount of approximately twenty-five per cent. on all orders filed before publication. The Linguistic Society offered the first volume on *Vedic Variants* at specially reduced prices for orders filed and paid for before a certain date. Likewise the Mediaeval Academy employed this method in marketing two of its more expensive publications, although it did not require that payment should be made until the book had been delivered.

Only one society has offered any inducement in the form of a discount to encourage the purchase of complete sets of its publications. The Linguistic Society regularly offers complete sets of all its publications at substantial reductions. Other societies have, however, endeavored to market their publications as a series. The Archaeological Institute for a time attempted to market its *Mythology of All Races* in this way. Similarly, the Modern Language Association has advertised its *Monograph Series* as a whole, and endeavored to bring its importance to the attention of librarians in particular.

Most of the societies, indeed, issue their publications in series. Thus the American Oriental Society has one active series, the *Library of Ancient Semitic Inscriptions*, and one at present inactive, the *American Oriental Series*. The American Philological Association intends to issue its publications in a series to be known as the *Philological Monographs published by the American Philological Association*. The Modern Language Association has also its *Revolving Fund Series* and its *Monograph Series*. The Philosophical Association has its *Source Books in the History of the Sciences*. The Anthropological Association issues its publications as its *Memoirs*. Finally the Mediaeval Academy has recently established a series known as *Monographs of the Mediaeval Academy of*

America. The Historical Association, though it does not issue its books in a series, publishes them in much the same format.

7. SALES PROMOTION

The advertisement of books published by these societies is in some measure facilitated by the fact that each society has in its list of members and subscribing libraries an excellent opportunity for direct advertising. Partly at least on this account, most of the promotion undertaken for these books is in the form of direct-mail advertising. In fact, it is agreed that this form of promotion is the most generally effective. The Century Company estimates that fully three-quarters of the advertising undertaken for the publications it issues for the Modern Language Association and for the Historical Association has been sent directly by mail. The Modern Language Association itself has advertised its *Monograph Series* by mail with good results. Similarly, the Mediaeval Academy does a large part of its advertising in this way, making use of both printed and mimeographed material.

Besides, most of these societies have utilized their periodicals to advertise the books they publish, sometimes on the covers, sometimes in the advertising pages, if advertising is included. The Mediaeval Academy takes advantage of the advertising pages of its journal, *Speculum*, to supplement direct mail advertising, and in some instances has procured advertising space in other journals by an exchange of space in *Speculum*. The Anthropological Association undertakes no systematic advertising apart from the price lists of its publications on the cover of its journal, the *American Anthropologist*. The Oriental Society, the Modern Language Association, and the Linguistic Society similarly make use of their periodicals in combination with other advertising. The Historical Association, moreover, felt such advertising of sufficient importance to purchase space in the Association's journal, the *American Historical Review*, in which advertising is controlled by the Macmillan Company.

Apart from listing the Oriental Society's publications in its *Journal*, the Yale University Press has depended on its catalogue to advertise the *Library of Ancient Semitic Inscriptions* which it

publishes for the society. A large number of these catalogues have been sent out.

In two instances, where a policy has been formulated, a considerable number of copies of each publication are sent out for review. The Century Company, issuing publications for the Modern Language Association and the Historical Association, regularly sends out review copies not only to learned journals, but also to newspapers and special book review organs. Similarly, the Mediaeval Academy sends review copies of its publications to all learned journals likely to be interested and, besides, to book review journals like the *Times Literary Supplement* and the *New York Times Book Review*. On the other hand, the Modern Language Association by a special provision restricts the number of review copies of books issued in its *Monograph Series* to twenty-four.

8. ARRANGEMENTS FOR MARKETING

The societies' practice with regard to pricing and advertising their books is much the same, despite the fact that the arrangements for marketing differ considerably. Yet some divergences in practice do occur. For example, commercial publishers who market books for some of the societies are rather more liberal in allowing discounts to booksellers on whom they depend for sales. The societies which market their own books are rather more liberal in allowing reductions in price to their members to whom they sell directly. On the other hand, some publishers do allow discounts to members of the societies with which they have connections, and some societies allow discounts to booksellers as liberal as those granted by publishers. As yet there has hardly been time for such divergent practices to be reflected in the results obtained. Moreover, the combinations of these practices are so numerous, that it would be difficult to assign to one practice any variation noticed in results. The arrangements for marketing these books are easily divided into a few significant classifications. Accordingly, any comparison of the success with which these books have been marketed can better be based on the types of arrangements involved than on the divergent practices which prevail under these arrangements, particularly since the divergence of practice depends to

some extent on the arrangement in force, as in the instances noted above.

One type of arrangement is determined by a policy adopted by two societies only: the Anthropological Association and the Linguistic Society sell only a small part of the publications they issue; the greater part by far are distributed free to members and to subscribing libraries. Only the surplus that remains is offered for sale. In the case of the Linguistic Society, however, only two of its series are distributed in this way. Its special publications, such as the projected volumes on *Vedic Variants*, are sold only. This policy then determines the first of four types of arrangements for distributing the books published by these societies.

Under the other three types of arrangements books are offered for sale only—with the exception, of course, that some copies are distributed free for purposes of advertising. By the second type of arrangement, four societies (the Oriental Society, the Modern Language Association, the Historical Association, and the Philosophical Association) market their own books through commercial publishers. By a third arrangement, the Archaeological Institute markets the series it publishes in coöperation with a commercial publisher: that is, both the Institute and the Marshall Jones Company have endeavored to promote sales, each for the entire series, although each controls only a part of the volumes issued. In the fourth place, three societies (the Economic Association, the Bibliographical Society, and the Mediaeval Academy) undertake to market their own publications. Moreover, it should be remembered that the two societies which distribute their publications free undertake themselves to market the surplus remaining. In the case of the Linguistic Society, this activity is of slightly greater scope, since the Society has one series, the *Vedic Variants*, which is for sale only.

The arrangements for free distribution are, of course, extremely simple: publications are mailed to the same list of members and subscribing libraries to which the society's periodical is regularly sent. The expense of this distribution is ordinarily paid out of current funds.

With one exception the arrangements between the four societies

and the publishers who market their books are much alike. This one exception occurs in the case of the arrangement between the Philosophical Association and the McGraw-Hill Book Company. By this arrangement the Association is only incidentally concerned with marketing the books issued. Rather the Association stands in relation to the McGraw-Hill Book Company in the position of author. Thus the McGraw-Hill Book Company bears all costs of manufacturing and marketing, except that the Association as author is responsible for preparing the material and for author's alterations. The Association receives the author's royalties on sales.

Aside from this one exception the arrangements with publishers, though they differ in detail, are alike in that the society bears all the costs of manufacturing the book which it selects for publication, and in that the publisher bears the cost of marketing the books, being reimbursed for his services by a specified proportion of the proceeds from sales.

In several instances the publisher serves merely as agent, his compensation in this case taking the form of a commission on sales. Such an arrangement prevails between the Oriental Society and The Yale University Press and the Oxford University Press, for marketing the volumes issued in the American Oriental Series. The Modern Language Association, similarly, arranges with D. C. Heath & Company and the Oxford University Press for marketing volumes issued in its *Monograph Series*. In general under such arrangements, the society is named as the publisher in the volumes issued. For example, in the *Monograph Series* of the Modern Language Association, at the bottom of the title page appears the following statement: 'Published by the Modern Language Association of America / New York, D. C. Heath & Company & Company / London, Oxford University Press.' In such cases, the copyright is usually held by the society. Sometimes the commission is sufficiently large to include expenses of handling; in other cases, however, these expenses are paid in addition to a commission at a lower rate.

By other arrangements, the publisher assumes rather more responsibility. Thus the Century Company by prevailing con-

tracts agrees to publish for the Modern Language Association and the Historical Association books selected, in the former case for publication in the *Revolving Fund Series*, and in the latter, any book selected by the Association. Similarly, the Yale University Press agrees to publish for the Oriental Society volumes prepared for the *Library of Ancient Semitic Inscriptions*. Under such arrangements the name of the society appears rather less prominently. Thus in the case of books published by the Century Company in the *Revolving Fund Series* of the Modern Language Association, the title page bears the following statement: 'The Century Company / For the Modern Language Association of America / New York.' Similarly in the case of books published for the Historical Association, at the top of the title page appears merely 'The American Historical Association,' and at the bottom, 'The Century Company / New York, London.' In both cases, books are copyright by the society. Likewise, in the case of books published for the *Library of Ancient Semitic Inscriptions*, the title page reads, 'New Haven / Published for the American Oriental Society / by the Yale University Press / London, Humphrey Milford, Oxford University Press.' These books are copyright by the Yale University Press.

None of the contracts specifically obligate the publisher to an agreed amount of sales promotion. It is generally understood, however, and in some contracts stipulated, that the publisher will market and promote the books issued for a society in the same way that he markets and promotes his own publications. One publisher goes slightly further and agrees so far as possible to take into consideration in promoting its books the wishes of the society for which they are issued.

A special provision of the two contracts between the Century Company and the Modern Language Association and the Historical Association serves to encourage the publisher to promote a book to such a degree that the proceeds from its sales should reimburse the society for the expense incurred in its manufacture. In these contracts the proportion in which the return is divided is reversed if a sufficient amount is realized from sales to reimburse the society; in that case the publisher receives the larger amount,

and the society the smaller. Since the amount due the publisher up to the time that the society is reimbursed is hardly more than enough to cover expenses of marketing, the publisher's only expectation of profit comes after the proportion of the division has been reversed. Accordingly, he is stimulated to an effort to bring about this reversal. Indeed, the sales of Krapp's *English Language in America* have been almost sufficient to reimburse the Modern Language Association for expenses incurred in publishing it. In the case of this book, the special provision should soon take effect.

It should be noticed that of the three societies having contracts with publishers, two have already found it expedient to undertake special promotion of their own accord. The Modern Language Association has recently undertaken to promote the sale of volumes issued in its *Monograph Series* by sending out a special circular. The Historical Association has purchased special advertising not required by its contract with the Century Company. Apart from these two instances, however, sales promotion has been undertaken so far only as called for by the prevailing contracts.

The arrangement between the Archaeological Institute and the Marshall Jones Company constitutes a type by itself. At present the Marshall Jones Company is responsible for marketing the series, *Mythology of All Races*, although the Archaeological Institute has the right at any time to undertake sales promotion on its own behalf. The Marshall Jones Company has borne the expense of manufacturing seven volumes and the Archaeological Institute of four. Two remaining volumes will also be manufactured at the expense of the Institute. When a complete set is sold, the Institute receives the entire proceeds from the sales of the volumes manufactured at its expense. To reimburse the Marshall Jones Company for its services in marketing, the Institute allows it a discount of fifty per cent. on all orders for single volumes published at the Institute's expense. Thus the benefit of this coöperation is mutual: the Archaeological Institute made it possible to continue the series when the Marshall Jones Company found it could do so no longer; the Marshall Jones Company for its part markets the volumes brought out by the Institute, receiving compensation for its services only on the sale of single volumes.

In the case of the societies which market their own books, arrangements are generally in the charge of some officer. In the case of the Economic Association,¹ the secretary has charge; in the Bibliographical Society, a special committee; the Mediaeval Academy, the executive secretary. Besides, it should be noticed that the two societies which for the most part distribute their publications free undertake to market themselves the copies remaining. In both of these societies, the Anthropological Association and the Linguistic Society, the treasurer has charge of selling the surplus copies.

It may be of some use to compare the success of these four types of arrangement in marketing the books issued. This success may be judged in three ways: first, by the number of copies sold; second, by the cost involved; and third, by the proportion of the investment returned to the society. These criteria, however, cannot be successfully applied to all the instances noted.

In the first place, the fundamental difference between the first type, which involves free distribution, and the other three, under which a book is offered for sale, makes any detailed comparison of the first type of arrangement with the other three hardly significant.

Judged from the three standards mentioned above, free distribution is seen immediately to have advantages and disadvantages equally conspicuous. Accordingly this method may well be considered in a general way at the outset.

In theory all American scholars interested in a given study belong to the learned society created to organize that field. Likewise, in theory, libraries serving these interested scholars subscribe to the publications of the society in question. Accordingly, by free distribution to members and subscribing libraries the entire national audience is in theory reached, almost as soon as the book is

¹ The one volume marketed by the Economic Association was actually published by the Macmillan Company. The Macmillan Company agreed to publish the volume on the understanding that the Economic Association would purchase one thousand copies at a specified price. Thus to all intents and purposes the Economic Association paid the manufacturing costs of these thousand copies and reimbursed itself for this investment by marketing among its members the copies purchased. Accordingly the transaction is here considered as an instance of a society marketing one of its own publications. See Appendix A, page 110.

published. Moreover, in so far as foreign libraries and foreign scholars are included in the membership and the subscription lists of these societies, the foreign audience is reached at the same time.

Again this free distribution involves no sales promotion, but handling costs only. Since by almost any arrangement, handling costs are unavoidable, the expense involved in free distribution is therefore reduced to a minimum.

On the other hand, effective as this method immediately appears, it has disadvantages equally apparent. Though a wide circulation is obtained immediately and at low cost, there would seem a lack of economy in the fact that copies of a publication, in some cases at least, go to persons not particularly interested—copies, indeed, which otherwise might be offered for sale. To this objection it may be replied, however, that though this method involves some waste, it serves to bring new developments to the attention of workers in the field who, if they are not interested in the details of the study presented, should at any rate be interested in the general results. Then again, though the cost of free distribution is indeed reduced to a minimum, no return is realized, except from the comparatively few surplus copies that may be sold. Still, the members of the society may by paying dues actually finance the publications distributed. If, indeed, this is the case, free distribution is almost ideal from the financial point of view: the return which otherwise would not ordinarily come in until the book were sold, is realized in advance.¹

Because of differences equally fundamental, it is of little significance to compare with the other arrangements, that existing between the Philosophical Association and the McGraw-Hill Book Company. In the first place, since it was possible to publish these volumes commercially, the number of copies sold is likely to be larger than for non-commercial publications. In the second place, the Philosophical Association does not bear the cost of marketing, but only of preparation. In the third place, since the Association's investment does not defray the expenses of manufacturing, but only of preparation, the proportion of the investment returned is not significant for comparison.

¹ See Appendix D for a further consideration of the advantages and disadvantages of free distribution.

Similarly, for purposes of comparison, it is not appropriate to class together the activities of the societies which market their own publications. As has been noticed, the marketing efforts of the Economic Association were limited to members of the Association only. Furthermore, since the Bibliographical Society markets only parts issued in continuation of Sabin's *Dictionary*, it encounters none of the difficulties of selling a list of diversified titles. The only volume of the *Vedic Variants* issued by the Linguistic Society appeared in December, 1930; consequently significant figures on sales are not available. The experience of the Mediaeval Academy presents the only instance of a society marketing its own publications that is really useful for comparison.

With these considerations in mind the following statistics may be profitably considered.¹

¹ General remarks on the preparation of these statistics.

A. *With regard to computing the cost of marketing.*

In the second type of arrangement, under which books are marketed through a commercial publisher, the cost of marketing is equivalent to the share of the proceeds which the publisher retains as compensation for his services. In the case of the agreement between the Oriental Society and the Yale University Press with regard to the *Library of Ancient Semitic Inscriptions*, this share is what remains of the gross proceeds after the Press has paid the Society a stated royalty of thirty-five per cent. (or, in some cases, 17½ per cent.) of the list price. In the case of agreements with the Century Company, this share is a specified proportion of the gross proceeds, which are considered equivalent to the proceeds if all sales were made at an average price between the list and wholesale prices.

In publishing, the cost of marketing is generally indicated by a percentage representing the relation of the cost to the money taken in. In these agreements between societies and commercial publishers, however, neither the gross proceeds nor the cost appear. Yet by adopting the device utilized in the contracts with the Century Company as a basis for the division of proceeds, both figures may be computed with sufficient accuracy to be significant for comparison, particularly with other figures arrived at by the same method. For if the gross proceeds may be taken as the proceeds of a known number of sales at an average price, the difference between these gross proceeds and the net proceeds to the society represents the cost of marketing to the society, or, in other words, the publisher's compensation.

For learned books like those under consideration, such an average price runs very close to eighty per cent. of the list price. In the experience of the Mediaeval Academy, for example, the proceeds from sales of four publications have amounted to almost exactly eighty per cent. of what the proceeds would have been, had all sales been made at the list price. It seems justifiable, therefore, to adopt this average price for the present purpose.

In the case of all arrangements under which books are marketed through a commercial publisher, the percentages presented in the following tabulation indicate the relation of the cost, computed as the difference between the net proceeds and the gross proceeds, to the gross proceeds, computed

Method of Marketing	Society (and Series)	Number of Books	Years of Issue	Average Number Distributed	Cost of Marketing	Return of Investment
Free distribution	Anthropological Association			900 ¹	—	—
	Linguistic Society			795 ¹	—	—
Marketed through commercial publishers	Oriental Society: <i>American Oriental Series</i>	2	1924 1924	117	52.0%	28.3%
	Oriental Society: <i>Library of Ancient Semitic Inscriptions</i>	1	1929	81	60.9%	5.4%
	Modern Language Association: <i>Revolving Fund Series</i>	3	1926 1927 1928	502	44.3%	62.3%
	Modern Language: <i>Monograph Series</i>	3	1926 1927	195	30.8%	31.3%
	Historical Association	3	1928 1928 1929	200	39.6%	16.0%
Marketed in cooperation with a commercial publisher	Archaeological Institute; <i>Mythology of All Races</i>	4	1925 1927 1928 1929	750	25.2%	57.8% ²
Marketed by the society ³	Mediaeval Academy	4 ⁴	1928 1929 1929 1930	117	30.1%	27.0% ⁵

on the basis of a known number of sales at an average price. For the net proceeds, the figure given in Appendix B has been used in each instance.

In the case of the Archaeological Institute and of the Mediaeval Academy, however, since both gross proceeds and costs are known, the percentages given are based on the actual figures.

B. *With regard to computing the return of the investment.*

Since the societies which market their books through commercial publishers receive the net proceeds from sales, (i.e., the gross proceeds less the cost of marketing), the return of the investment has been computed throughout on the basis of net proceeds. Thus the proceeds given in Appendix B have again been used in each instance. For the investment, also, the figure there given has been used: as there explained, the investment is understood to include all expenses incurred before publication, viz., expenses of administration, costs of printing and binding, etc.

¹ The figure represents the number of copies regularly distributed by

In interpreting these statistics, one consideration should constantly be kept in mind, namely, that any comparison should take into account the dates when the books in question were issued. It is unlikely that as many copies will have been sold, or as great a return realized in the case of a book published recently as in the case of one published some years ago. Moreover, in the case of a book recently issued, the cost of marketing may be somewhat high when computed in relation to the return, since it is unlikely that there has been time for the effect of sales promotion to be felt in the sales reported.

Indeed, it is hardly possible yet to pass any final judgment on the comparative success of these methods of marketing. Before really significant comparison is possible, such figures as these statistics are based on should be available for each method during a period of at least five years. Some figures now available result from an experience as long as that. But the experience of the one society which markets its own publications extends over two years only. Consequently these statistics can be interpreted only as a preliminary indication of the success that may be expected under each type of arrangement.

9. FINANCIAL NEEDS

It is difficult to determine how long the present resources of these societies will allow them to continue their activity. To be sure, the Historical Association and the Mediaeval Academy have funds

these societies. It does not include the small sale of surplus copies, nor copies given to the authors.

² In making this computation, only expenses charged against volumes already issued were considered.

³ Some indication of the success of a society in marketing books over a longer period may be obtained from the record of the Historical Association's sale of its volumes of Prize Essays. A total of 5,687 copies were sold, or an average of 474 copies for each of the twelve issued. Since no figures are available for the cost of marketing, the net proceeds cannot be computed; but the gross proceeds amounted to \$5,110.20, or sixty-nine per cent. of the total investment of \$7,417.45. The series was discontinued in 1917.

⁴ Since the Academy's fifth publication was issued in October, 1930, it has not been included.

⁵ This percentage refers to the return realized on the Academy's third and fourth publications only; its first and second publications were not manufactured at the Academy's expense.

that seem at present adequate. But if the Historical Association decides to publish all the manuscripts now submitted to it, its fund will be almost depleted. The Mediaeval Academy knows of many manuscripts soon to be submitted which are almost certain to require for their publication more funds than are at present available. The Academy of Arts and Sciences, though able to continue its two series with its present resources, has already been endeavoring to raise other funds, part of which would be used for publishing. It seems clear, therefore, that the resources of these societies are unlikely to be adequate for long.

Moreover, it seems equally clear that the societies with smaller funds must restrict their activity unless they are to be faced shortly with the necessity of augmenting their resources. Indeed, the Modern Language Association has already on one occasion had to make special provision to finance books accepted for its *Monograph Series*, when the funds available proved insufficient. Likewise the Philological Association and the History of Science Society, unless they decide to continue their present policy of granting subventions to procure the publication of books by other agencies, can finance only a few books each.

Of the societies engaged in publishing special series, the Archaeological Institute, the Philosophical Association, and the Bibliographical Society have resources that seem adequate for continuing respectively the *Mythology of All Races*, the *Source Books in the History of the Sciences*, and Sabin's *Dictionary*. On the other hand the Oriental Society has already been endeavoring to raise funds to provide for the next volume of its *Library of Ancient Semitic Inscriptions*; and the Linguistic Society has only \$1,700 of the \$10,000 which will probably be required for its volumes of *Vedic Variants*. But it must be remembered that none of these societies have funds available for publishing books other than those included in these special series.

The other publications issued by the Linguistic Society have been restricted to those which the authors could finance, at least, in part. Similarly, in most cases the Anthropological Association has been able to issue in its *Memoirs* only studies which could be specially financed by authors or other interested persons. The

Economic Association has procured the publication of one book only by an appropriation from current funds. Thus, the activity of these societies must in some measure be restricted by lack of funds.

In other cases, the lack of funds is an important factor in determining a society's policy with regard to publishing. Thus the Philosophical Society, if it had the endowment it is now endeavoring to raise, would undoubtedly publish some of the material it now has on hand. Similarly, the Antiquarian Society might continue its *Transactions*. The Society of Biblical Literature and Exegesis and the Sociological Society, though both recognize needs for extending their present activity to include publication, cannot do so with their present resources. The Political Science Association, indeed, has adopted a carefully considered publication programme which cannot be put into effect till funds have been raised.

It is apparent, therefore, that the needs of these societies with respect to publication have not yet been entirely provided for. In the case of societies which have no funds for general publishing, or funds that are inadequate, these needs are more immediate. But even the societies which have funds that are at present adequate will need shortly to replenish their funds. To be sure, considerable return should be realized from the sale of books published, and a larger return may be expected as the stocks of printed books increase. But it is unlikely that this return will ever be sufficient to reimburse the fund for the expenses of publishing. Thus, if this publishing activity is to continue, the societies must constantly endeavor to replenish their depleted capital.

It is because a loss must be anticipated that these societies are interested in publishing learned books. When it was apparent that commercial publishers could not be depended on to bring out the work of American scholars, these organizations of scholars undertook to meet the resulting need by covering with funds specially raised the losses involved,—losses which made commercial publication difficult, or even impossible. Thus, unless conditions change in some way now unforeseen, the societies must make provision for a constant drain on their resources, if the production of American scholarship is to be made available to the learned world.

PART II

PROBLEMS ENCOUNTERED IN THE PUBLICATION OF SCHOLARLY BOOKS AND MONOGRAPHS

1. INTRODUCTION

In collecting the material presented in this survey, I have had occasion to discuss the problems involved, not only with representatives of the societies, but also with commercial publishers. It may prove helpful to summarize here some of the considerations which have entered into these discussions. The more obvious defects in existing arrangements can already be definitely pointed out, and remedies can be suggested. But until these remedies have been applied, and the benefit of their application has been reflected in actual experience, one lacks sufficient knowledge of the essential defects and merits of existing arrangements to recommend either their abandonment or further adoption as a solution of the problems encountered in learned publishing.

These problems depend largely on three factors. In the first place, the cost of publishing such books is unusually high. The requirements for learned printing are almost without exception expensive. The type-setting is of a sort which involves most careful proof reading, and, almost invariably, a large amount of correction. Foreign languages, for which composition charges are necessarily high, play a prominent part. Not infrequently, languages requiring special fonts of type are called for. Each page of the text involves footnotes, which must be set in a special type, and assembled at added expense.

In the second place, the market for learned books is by no means large. The number of scholars in any country is comparatively small, and the number of specialists likely to be interested in any given learned publication constitutes only a small portion of the national total. Moreover, the market for scholarly books is peculiarly international. Most scholars read easily at least two languages beside their own. A learned book may, therefore, very well find purchasers in many countries beside that in which it is

issued. This foreign audience, however, interested as it may be in the book in question, is by no means easily reached.

Finally, it is of more than ordinary importance that the entire audience for a learned book should be informed of its appearance. If a study of a given subject is to progress, and if waste effort is to be avoided, any new work on that subject should be in the hands of all interested scholars soon after publication.

It is because of these three considerations that American learned societies have entered the field of publishing. For the three combine to make it difficult to issue learned publications successfully through the usual commercial channels.

If a book is to be published commercially, its cost must not ordinarily be greater than the return which can be anticipated from sales. Moreover, a publisher must in most cases be able to realize some profit from his venture, if his business is to continue. But at the outset the high cost of manufacturing learned books makes even a return of the amount invested difficult to secure.

Then again, the fact that the audience to which these books appeal is small and scattered increases this difficulty. The usual marketing methods of the book trade are alone not sufficient in this field to obtain the necessary distribution. In the first place, the market is so small that the ordinary method of promotion, through booksellers, cannot be depended on: few booksellers can afford to purchase and to keep on display books in which only a few, or possibly none of their customers are likely to be interested. Then again, for the most part the book trade is organized nationally, with close contacts, to be sure, between nations in which the same language prevails. Yet it includes small provision for distributing books in other languages, and as has been said, a fairly wide sale of learned books can be expected in countries where other languages are spoken. Furthermore, a rather special type of advertising is required. The copy must be written in such a way as to appeal primarily to scholarly interest. Naturally the ordinary rules of advertising apply in some measure, but the principal appeal must be based on a full appreciation of the usefulness of the book in question to scholars engaged in similar studies.

Finally, since the motive for obtaining a distribution of learned

books is more urgent even than the commercial motive of realizing a profit, it may prove expedient to appropriate for marketing an amount larger in proportion to the return than would be possible in a commercial venture. No book is actually published until sold. It is particularly inexpedient for a society whose funds are limited to invest them in printing, if the printed book cannot within a reasonable period of time be placed in the hands of a person interested in its contents. Moreover, as has been noticed, the market is peculiarly difficult to reach. Consequently, it may actually be necessary in publishing books of scholarly importance to expend for promoting the sale an amount larger than would be possible in any commercial venture, in order to realize the benefit of the original investment for manufacture.

On account of these facts, all of which make difficult the publication of learned books through the usual commercial channels, the American learned societies have included publishing in their activities. Because these societies seem by their close touch with the situation equipped to deal effectively with the problem involved, they have been granted no small amount of money to support this activity. Each society has endeavored individually to find a solution for the difficulties it has faced. The problem was unique: how to publish successfully, at a loss; how to make the limited funds available suffice, with small hope of any sizable return, with the market to be reached widely scattered, but with the need for reaching it peculiarly urgent. There were few rules for guidance. There was little chance at first for coöperation. It now appears, however, that the time has come for comparing individual experience in order that the societies may conduct this activity even more effectively than has hitherto been possible.

2. MEANS OF REDUCING PRINTING COSTS

One means of improving present conditions is somehow to reduce the cost of printing. Yet such a reduction is, on the whole, difficult to effect. Certainly if the usefulness of the book is diminished thereby, it is not desirable. There are, however, several ways in which requirements can safely be made less expensive. In the first place, preliminary conferences with the printer may suggest

means of avoiding various typographical expenses. For example, scholars frequently require special type-characters for their books. In some cases, undoubtedly, these characters are essential to the usefulness of the book. In many cases, however, their use might be avoided by a slight rearrangement of the text. Thus, a number of such characters can be carefully drawn in India ink by a draftsman. Each character can be named or given a reference number. The drawing can then be photographed and a line plate made at comparatively slight expense. The author, instead of requiring special type, can then refer in the text to the numbered characters on this plate. By this device an expense of from \$3.00 to \$12.00 a character can be avoided if the characters are to be made for monotype use, as they generally are. Moreover, the publication would not be subjected to the delay that seems inevitable in procuring such characters. Frequently, printers can suggest similar changes by which a considerable saving can be realized.

Again, authors can assist by preparing manuscript precisely as it will appear in print. Authors seldom give sufficient attention to small points of usage till inconsistencies are called to their attention by the proof-readers. Moreover, by deliberate preparation of the manuscript authors can avoid costly changes after their work is in type. Few authors know how expensive it is to alter type that is already set.

If a society arranges for its own printing, a saving not infrequently can be effected by the simple device of competitive bidding. Provided the specifications are carefully drawn and insisted on, such a procedure can do little harm, and often produces surprising benefits. It is not difficult to draw up such specifications, particularly if a standard format can be adopted. Furthermore, since it is customary to issue publications in series, the use of a standard format is in some measure desirable. Most printers will give advice with regard to format, even if they know the job is subsequently to be let by competitive bidding. One must remember that printers have a commodity to sell as much as any manufacturer, and that they are eager in any case to secure the good will of the publisher with material to print. Moreover, competing printers are glad to suggest for specifications provisions which call for

the particular excellence that they emphasize as a quality of their work. A judicious adoption of such suggested provisions from time to time will be to a buyer's advantage.

Again, most printers have dull seasons during which they can afford to undertake work at substantial reductions in price. Or some printers will undertake work at a low rate without any specified delivery date: the work is then utilized to keep machinery busy which otherwise would be idle. It should be possible in some measure to reduce costs of printing, if such opportunities as these can be taken advantage of.

3. MEANS OF MARKETING MORE EFFECTIVELY

Two opportunities present themselves for marketing these books more effectively than at present. First, in some instances, at least, the cost of marketing might be considerably reduced. Second, in almost every instance, a much larger sale might be hoped for. If this publishing is to continue, the societies must see that the proceeds from sales, with which other books are to be financed, are diminished as little as possible by the expense of making the sale. Similarly, if scholars are to realize the full benefit of having these books issued, the societies must see that the entire market is reached. Any endeavor to market these books more effectively must constantly keep both these ends in view. But their attainment depends on many factors. In marketing learned books particularly, where a loss is ordinarily to be expected, and only a small sale can be anticipated, extraordinary care is required at every turn, unless the loss is to be almost complete and the distribution negligible. The following brief discussion of marketing these books will point to certain matters which require special attention.

a. Prices and Discounts. One important factor in successful marketing is the price set. This price must be sufficiently high to yield a proper return, and yet not prevent the wide distribution that is desired. At the same time, any discussion of pricing must include a consideration of discounts allowed. In the preceding survey, the practice of these societies with regard to price and discount has already been summarized. This practice clearly leads to a few general principles.

In the first place, one must consider what constitutes 'a proper return.' This is really a question on which each society must take separate action, since it is peculiarly a matter of individual policy. Possibly an outline of the procedure of one society will be useful as a basis of discussion.

The society in question has little or no expectation of realizing a profit on any of its publications. It feels, however, that unless it proceeds as if it were to reimburse its publication fund within a reasonable period of time for the amount invested in any given publication, the loss incurred might prove disproportionately large. Accordingly, in pricing a book, a rather liberal estimate is made of the sale during the first five years after the book's publication. From its previous experience in publishing similar books, the cost of manufacturing and selling this number of copies during the five-year period is then computed, there being included in the cost of selling, items for promotion, handling, and insuring. The total cost thus arrived at is divided by the number of copies which, it is estimated, will be sold during the five-year period. This total cost per copy is regarded as eighty per cent. of the indicated retail price, for eighty per cent. in the experience of this society has been the average relation between the proceeds from sales, after discounts have been deducted, and the retail price. The retail price is then determined by simple arithmetical calculation, and fixed at the multiple of twenty-five nearest the actual result. Thus, if the estimated number of copies are sold, the society's investment is returned, presumably in five years. The cost of manufacturing any surplus copies has also been met, so that further sales would result in a profit.

Inquiry will show that every publisher has some similar rule. But no publisher trusts completely to any formula. The result obtained by such figuring is in almost every case tested by some such judgment as, What price seems reasonable for a book of this size, weight, and appearance? The formula presented, however, may prove useful in suggesting other means for estimating price in particular circumstances.

There is, on the other hand, an alternate scheme of pricing, by which books issued would be made available at prices so low—even

below the actual cost—that an increased distribution might be expected. If unlimited funds were available for the support of further publication, this scheme of pricing might well be considered advisable. On the other hand, with limited resources, as at present, its expedience must be questioned. For it is extremely doubtful if the net proceeds from sales at such prices would equal those at prices set by some formula like that outlined above.

In the first place, lower prices would not necessarily reduce promotion costs. For, the fact that the price of a book is low, does not assist in bringing it to a purchaser's attention, but only in encouraging the purchase after his attention has been attracted. A sufficient amount must in any case be spent to attract attention to the book in question. In fact, if advertisements were properly phrased, there should be no need of reducing the price, for the advertisements, by so explaining the usefulness of the book that the prospective purchaser recognized his need of it, should alone be sufficient to clinch the sale. It is doubtful then if a reduction in price would make possible any substantial reduction in advertising costs.

Moreover, comparatively few prospective purchasers are at present actually deterred from buying by the prices asked. Most scholars regard books as the tools necessary for their research; and especially when they have assurance that the proceeds from sales will be applied to the publication of other books likewise needed for their work, they are ordinarily ready to purchase without much attention to the price asked, provided, of course, it falls within the ordinary range. It is doubtful, then, if a reduction in price would stimulate sales as much as might be expected.

Thus, it is unlikely that reduction in promotion costs and increase in the number of sales would be sufficient to produce net proceeds from sales at a reduced price equivalent to net proceeds at higher prices. Possibly more copies of a given book might be sold. But since the return would almost certainly be reduced, no permanent advantage would result: for the fund, because of this diminished return, would suffice for fewer books than if the greater return from a higher price had been realized. Consequently, unless unlimited resources for publication are available it would hardly

appear expedient to stimulate sales by adopting the policy of reducing prices except by allowing discounts. In fact, moderate discounts may well prove quite as effective as more drastic reductions.

It must be remembered from the outset that discounts constitute an actual expense, and that as such they must be reckoned with carefully. The special conditions involved in marketing learned books make it desirable in some measure to depart from the established practice of the general book trade in the matter of discounts. For example, a bookseller usually plays no inconsiderable part in selling a work of fiction. He allows the book space in his shelves; he frequently displays it in his windows. Usually he urges the purchase upon certain of his customers with whose taste he is familiar. Plainly, he is entitled to a considerable share of the proceeds from the sale, and for this reason trade discounts in this country range from one-third to as high as forty-three per cent. of the retail price. It is doubtful, however, if booksellers, except in infrequent instances, play any part at all in the sale of learned books. Orders sent through booksellers come generally at the instigation of a customer, and are transmitted by the bookseller merely because the customer is in the habit of ordering in that way all books purchased.

Consequently, there seems to be no reason why the bookseller should expect a discount so high as that to which he is entitled in general trade. On the other hand, by merely transmitting an order he is put to some expense. The item must be carried on his books, and it is not unlikely that he may have to extend credit to the purchaser. The exact amount of the discount to be allowed is difficult to determine. Booksellers insist that ten per cent. is not enough. On the other hand, twenty per cent. seems a trifle liberal. Possibly fifteen per cent. may prove a happy medium. Or again a solution might be found in allowing booksellers greater discounts on sales of more than five copies at an order. For example, they might be allowed an additional two per cent. of discount for every copy more than five ordered at one time, until a limit of forty per cent. were reached. The saving in handling costs would more than offset such a discount.

Likewise, the members of the society render a service that should be recognized. By the payment of dues, they provide for the organization and administration which make publication by the society possible. Then, too, by their individual participation in the society's activity, they promote its general welfare. Moreover, to allow members a discount strengthens the organization of the society: for membership becomes more desirable, and with the increase in membership more funds become available for general expenses. There is, then good reason for allowing members of a learned society to purchase its publications at the lowest possible rate, that is, practically, at the actual cost to the society.

On the other hand, the person who should pay the full price is the person who, though interested in a given book, does not contribute support to the society. Clearly the societies are justified in charging such individual purchasers who are not members the full retail price.

It is doubtful whether libraries have sufficient grounds for expecting any discount. They do not buy in quantity as booksellers may. They cannot participate in a society's activity. Indeed, their orders so far as the publisher is concerned, are in no different category from that of the individual purchaser, unless a library agrees to buy an entire series as issued, or all further publications of a society. In that case some allowance should undoubtedly be made, for the publisher realizes a saving in promotion that should be recognized.

To sum up, the publishers of learned books should arrange their discounts to meet the peculiar conditions of the market they serve. They should remember that by means of discounts they compensate various classes of purchasers for service rendered. Thus the bookseller who attends to handling an order and to delivering a book purchased should be compensated for his services. Similarly, the member of the society who has done his part to support its organization should have his service recognized. Indeed, it may well be that sales to him and to the bookseller should be made at such a discount as to bring the price practically to cost. On the other hand, unless a library assures the society that it will purchase all its publications, there appears to be no reason why libraries

should not be charged the full retail price. Similarly, unless some other class of service is rendered, all other sales should be only at this price.

From this brief discussion it will be seen that if a book is to be marketed successfully, careful attention must be given to pricing and discounts. To obtain the desired return it will probably be necessary to price the book as high as is possible without prejudicing the sale. For this reason, the question of how much the price set influences the sale should be studied, for contrary to what appears to be the general impression, in most cases as many copies of a book will be sold at \$2.75 as at \$2.00, or at \$4.50 as at \$3.00. At the same time, no discounts should be allowed to diminish the return unless they can be expected to result in commensurate benefits. If the market is to be properly exploited, then, the importance of giving careful attention to pricing and discounts must be recognized.

b. Sales Promotion. Sales promotion, likewise, must be carefully planned and controlled, if the full sale of a book is to be procured within a reasonable time, and without too great expense. After considering how much can expediently be appropriated for advertising a book, every precaution must be taken to see that this appropriation is so applied as to produce the greatest results possible. In view of the difficulties encountered in marketing learned books, in planning promotion, every device which can be depended on to stimulate the sale must be utilized.

In the first place there is the old device of selling by subscription. Practically, this device as now utilized, amounts to allowing a discount for advance knowledge of an assured sale. As generally arranged, a prospectus is issued at least six weeks in advance of publication, or as soon as the date of publication can be determined accurately, describing the book to be published as fully and as attractively as possible. In this prospectus it is stated that all orders received on or before a given date will be accepted at a price representing at least a ten per cent. reduction below the regular retail price. It is not advisable usually to require a remittance with the order; rather, a bill is rendered when the book is delivered. This device if properly managed may be depended on to produce at

an early date a substantial return of the funds invested in publication.

In the second place, the issuance of publications in a series is a considerable help in marketing. The fact that the series exists guarantees to some extent a similarity of interest for the contents. Accordingly librarians are not only willing but frequently eager to save themselves trouble by entering a continuation order for each future issue as it appears. Then, too, librarians tend to judge the importance of learned books with which they are not familiar by the reputation of the series in which they appear. Though in some instances a librarian's inability to purchase the entire series may make him hesitate to purchase single copies, more often interest in several volumes issued leads to the purchase of the series as a whole. Moreover, the cataloguing department of any library welcomes a serial number which permits it to check the completeness of its library's collection.

In fact, since so large a proportion of these books are sold to libraries, it would appear advisable to advertise them in some way convenient for librarians. A few interviews with librarians on this subject indicate that most of them watch carefully lists of new books appearing in such journals as *Times Literary Supplement*, the *New York Times Book Review Section*, the *New York Saturday Review of Literature*, the *New York Herald-Tribune* supplement, *Books*, and the *American Library Association Book List*. It is of first importance, therefore, to have all new publications listed in these journals.

Another device which many librarians have found convenient is the issuance by publishers of standard three by five inch filing cards on which is printed the description of the book as drawn up by the Library of Congress. As soon as a book is sent to the Library of Congress for copyright, it is considered by the cataloguing department. Within a few weeks after publication five Library of Congress catalogue cards are sent free on request to the publisher. There is apparently no objection to reprinting these cards for advertising purposes, provided that the Library of Congress classification marks are not used. Possibly also attention should be called to the fact that the description employed is

that adopted by the Library. The back of the card may be utilized for other descriptive matter, possibly extracts from reviews, if reviews are available.

A study also might be conducted with profit of the habits of individual purchasers of scholarly books, possibly by enclosing with each book delivered, a reply card inquiring how the book came to the purchaser's attention. At present there is little information about the habits of the purchasers of scholarly books. For example, one suspects that reviews are even more important in promoting the sale of learned books than of general trade publications, though a considerable number of persons may be depended on to purchase the book of a well known author solely because of their knowledge of his previous work. Other persons, however, make it a general rule never to purchase until they have seen the book in question favorably reviewed in learned journals.

Then again, one suspects that direct mail advertising is peculiarly effective in promoting these books. Scholars usually seem ready to purchase directly from the publisher, particularly if the publisher is a society of which they are members. If a further investigation proved this to be the case, it might be advisable to encourage direct purchase so far as possible, by undertaking to bear postal charges, as indeed some societies now do. When, as has been seen, booksellers for the most part do little or nothing to promote sales, the societies may as well benefit from the full profit of retail sales.

These suggestions with regard to practical details of marketing are merely the result of applying generally recognized principles to conditions in this special field. In this sort of publishing, where some loss is generally to be anticipated, and considerable loss is to be avoided only by ingenuity, a knowledge of such principles and some experience in their application is essential. To provide for proper management, therefore, it may be necessary to delegate the oversight of practical details to some publishing agency.

c. Arrangements for Marketing. From the preceding part of this survey, it should be apparent that the effectiveness with which a learned book is marketed depends to a considerable degree on the arrangements made. Such arrangements, therefore, should be

most carefully considered, with a view both to developing further arrangements now in force, and to utilizing other arrangements that have been employed in similar publishing with good success.

One arrangement, already tried by two societies, might well be further developed, namely, procuring the publication of a book by granting a subvention to a commercial publisher, particularly in cases where the funds available are limited. In such cases, a comparatively small amount of money might be sufficient to procure the publication of a number of volumes. Indeed, since it is primarily the function of these societies to bear the loss involved in issuing learned books of limited appeal, this method might seem peculiarly effective.

But to be completely effective, it must be carefully controlled. First, the society should grant a subvention no larger than is needed to persuade the publisher to undertake the book in question. It should be borne in mind that the publisher derives some benefit from an arrangement of this sort. Besides procuring for the time being the use of outside capital, it enables him to bring out a book which, presumably, ornaments his list of publications. The society, in granting this capital to the publisher, is in a position to require that he establish as exactly as possible the loss which must be anticipated. Though in some cases it may prove necessary for the society to cover the entire amount, in others it may prove sufficient merely to reduce the loss which the publisher must bear. In any case, it should be ascertained that the loss anticipated is in no way due to inefficiency on the part of the publisher. On the contrary, he should establish that, humanly speaking, the loss is unavoidable.

Second, the society should endeavor to secure a division of the net proceeds from sales in a proportion equivalent to the relation which the society's subvention bears to the total manufacturing cost. To provide for such a division, it should be agreed in advance what items shall be included in this cost. Furthermore, it should be agreed what items are deductible from the gross proceeds from sales to arrive at the net proceeds which are divided. In making such agreements, it should be remembered that the benefit of the arrangement is mutual. The society procures the

publication of a book in which it is interested. The publisher is enabled to issue a book which otherwise he could not undertake. Consequently, to expect a division of the proceeds proportionate to the investment of each party seems no more than reasonable. At the same time, it should be recognized that the publisher bears the expense of marketing the book, and that such expense constitutes a first charge against the proceeds procured. If arrangements of this sort are to be completely effective the societies must see to it that as much as possible of the subventions they grant returns to their funds.

The societies, in making arrangements of this sort, should also indicate to the publishers the advantages of allowing their members to purchase books so financed at special prices. If it is stipulated that orders, to be filled at these prices, must be sent directly to the publisher, this discount should constitute no greater expense to the publisher than the discounts which usually must be allowed to booksellers. By allowing even a modest discount to members, the sale of the book can be stimulated at small expense among a public known to be interested. On the other hand, to procure such discounts for its members might prove a benefit to the society.

The publisher should be reminded also that it is equally to his advantage to mention prominently the assistance given him by the society involved. If the society's interest in the book is made known, any influence the society controls may be utilized to promote its sale. On the other hand, the society should be allowed to benefit from any reputation that the book achieves. In view of the assistance rendered by the society, it might with good reason request that its part be mentioned, and even that the amount of the subvention be indicated.

If arrangements involving subventions can be so controlled, not only can a comparatively small capital be disproportionately productive, but a considerable benefit to the society should result. Some return to the fund can be expected. The society itself will be strengthened by according to its members the privilege of purchasing the books supported at special rates. Yet these results would be achieved at a minimum of effort on the part of the officers of the society.

Two arrangements which have been successfully employed by the Williams and Wilkins Company of Baltimore in publishing scientific books of limited interest make provision of this sort. By one such arrangement, the society bears all the expenses of manufacturing, storing the finished books, filling orders, advertising, etc. The book is published by the society, and its name only appears on the title page. The Williams and Wilkins Company, however, plans and executes all advertising at an agreed cost per piece of advertising sent out. For this service the Company is paid a fee, contingent upon the amount of labor involved, but in no case exceeding twenty-five per cent. of the total cost of the advertising planned. The Company also mails out the copies which are sold, on order of the society, for a unit cost of a few cents per copy plus necessary postage.

By a modification of this plan, the Company keeps all accounts, collects moneys due, and in short, renders a complete business service. The fee in such cases is higher because of the necessarily greater detail involved and also because the Company under such conditions must allow discounts to the trade.

In theory, at least, such arrangements seem likely to be both more profitable and more effective than arrangements in which the publisher is reimbursed for his services by a share of the proceeds from sales. From such arrangements, publishers assert, they receive hardly more than enough to cover their expenses. Only if a considerable sale is attained, can they expect to realize any profit. But by such arrangements as those outlined above, instead of risking their efforts in anticipation of a profitable sale, which they know to be unlikely, the publishers would be reimbursed as their effort was expended. Indeed, since as has been seen, more promotion is frequently required than the publishers can afford under present arrangements, more service would frequently be needed, so that even a small margin of profit would accumulate.

On the other hand, in the case of the few books which sell easily, the society would be obligated to pay for no more promotion than was actually required. In other cases, whether the importance of obtaining a wide distribution for the book in question justified

diminishing the return by increasing the amount spent in promotion, would rest with the society, which, is presumably, most competent to decide. After making its decision, the society could appropriate for promoting the book whatever sum its resources would allow, with the knowledge that this appropriation would make possible a definite amount of advertising.

In considering such arrangements the question inevitably arises, is it more expedient for the societies to undertake to market themselves the books they sponsor, or to delegate the task to some publisher. As has been noticed above (see page 37), it is not yet possible to determine by which arrangement more books may be sold, or by which arrangement books may be sold more cheaply. Nevertheless, it may be useful to indicate here certain merits and defects that are already apparent in each type of arrangement.

Obviously, an arrangement with a publisher, relieves the society's officers of a part of their responsibility. If a publisher is well informed with regard to the society's wishes, he should be able to produce a book, which so far as the printing and binding are concerned, will in every way be a credit to the society. The publisher, instead of the officers, can give attention to the various details which, if the finished product is to be satisfactory, must be carefully considered as the work proceeds. Likewise, the publisher's organization can relieve the society's officers of the responsibility for arranging and directing the sale of the book. The advertising can be easily planned and executed in the publisher's office; orders can be filled and bills sent through an established routine. Thus, an arrangement with a publisher prevents the officers of the society from being distracted by the hundred troublesome details that the publication of a book invariably involves.

It should be remembered, however, that most of the societies already have contacts with printers who, in printing the societies' periodicals, have become accustomed to handling the sort of material likely to be contained in the books they issue. The proof readers employed by these printers are already almost if not quite as competent to decide minor points of style and usage as the editorial department of a publishing house. The officers, moreover, must assume responsibility for deciding larger questions of form

Even thus controlled, however, the success of the arrangement depends to a great extent on the ability of the publisher to whom the subvention is granted, and on the effort he expends in promoting sales. In cases of this sort there should be little chance of realizing a profit. The subvention granted should merely reduce or cover the loss involved. The publisher's benefit should be derived from the prestige which the publication of the book brings him. With the subvention made, the publisher's incentive for promoting the sale tends to diminish. The book already ornaments his list, and the loss has been covered or reduced. It might even seem expedient to him to be content with such sales as come without promotion, rather than to risk the funds necessary to secure the adequate distribution desired by the society for scientific reasons. Yet if the sale is not sufficiently promoted, the benefit of its publication sought by the society is not realized. The return to the society's fund is small. Consequently, advantageous as this arrangement is in many respects, fundamentally it depends on the good will of the publisher.

A similar arrangement which has already been employed in one instance might be further utilized. As noted below (see page 110) the Economic Association was able to arrange for the commercial publication of a book in which it was interested by purchasing one thousand copies for sale to members of the association only. The book was purchased at a price equivalent to about three-fifths of the retail price, and was sold to members practically at cost. In view of this obligation on the part of the Association, the Macmillan Company not only brought out the book at its own expense, but agreed to pay the Association a royalty on all sales made by the Company outside the Association's membership. The societies are in an excellent position to effect such arrangements as this. They have in their memberships a market for books which publishers find it difficult to reach. If a list of the society's members is not published, the society has at its command an asset of considerable value. If by circularizing the list to which it alone has access, the society can ascertain that a known number of its members can be depended on to purchase a given book, the society might be able to arrange for its publication as the Economic Asso-

ciation did in the instance noted, by guaranteeing at least that number of sales to the publisher, or even venturing a larger guarantee, if need be.

Probably an arrangement of this sort might be best employed in cases where no great loss is to be anticipated, but rather where it seems desirable to the society to persuade the publisher to undertake a book from which no profit could be realized. Obviously an arrangement of this nature might be subject to abuse. Consequently it should be controlled quite as carefully as arrangements involving an outright subvention.

Practically the two arrangements are almost equivalent. A society, by a comparatively small contribution, makes it possible for a commercial publisher to engage in an undertaking which otherwise he could not consider. Possibly, the two arrangements might be effectively combined, either to increase the inducements to the publisher, or to decrease the amount of the subvention required.

In making any arrangement with publishers it should be remembered that, except in infrequent cases, the usual motive for obtaining a wide sale, namely, to realize a profit, does not apply. Few of the books issued by these societies stand the slightest chance of proving really profitable under any arrangement. Occasionally, there is an exception like Krapp's *English Language in America*. But in the case of most publications of this sort, neither publisher nor society can have the slightest hope of realizing a profit. Nevertheless, if the study of a subject is to advance, learned books must reach scholars working in the field within a reasonable interval after they are issued.

A commercial publisher who publishes learned books for a society and receives as his compensation a share of the proceeds may actually be unable to appropriate for promotion the amount required to secure the wide distribution which is desirable for scientific reasons. Indeed, it has been noticed that two societies having contracts of this sort have already found it advisable to undertake special promotion at its own expense. If this circumstance must be anticipated, it might appear somewhat more expedient to make arrangements by which promotion can easily be provided for in addition to what is possible commercially.

and content under any arrangement, if the high standards of excellence established by the societies are to be maintained. Consequently, in the case of societies who already have such contacts with printers, the officers would assume hardly more responsibility if books were issued by the society than if through a publisher.

On the whole, the societies have succeeded fully as well as the publishers in procuring reasonably good printing at moderate prices, despite the difficult character of the work. An analysis of the printing costs given in Appendix C indicates that the average cost per page for books printed under the societies' supervision, was \$5.09, as compared with \$8.65 per page for books printed by publishers. These costs, however, are for editions of different sizes: the publishers' average edition for the books in question was 1,757, as compared with an average of 917 printed by the societies. In some cases, publishers have undoubtedly procured work at lower prices than this average would indicate; but the cost to the societies has been increased by the addition of charges to cover the publisher's overhead.

With regard to storing the stock and filling orders, the publisher is generally able to keep unit costs lower than the society. If, however, the society has a large stock, and a sufficient volume of sales to justify special arrangements for storage and filling orders, the society should be able to make such arrangements at no greater expense than the publisher. Or, if no one society has a sufficient volume of sales, several societies might combine in the establishment of an agency to serve them jointly.

With regard to sales promotion, it might seem that a publisher could advertise these books in conjunction with his other business at comparatively slight cost. His ability to do so, however, depends on the character of the book in question. Unless, as rarely happens, a learned book possesses an interest for the general book-buying public, it is of little use for a publisher to advertise it in the same way that he promotes his other publications.

On the other hand, since the membership of a society is likely to include a large part of the special audience to which books published by the society appeal, the society can generally promote the sale of its books to this special audience at relatively

slight expense. Every society must communicate with its members at least once a year, when bills for dues are sent out, and some societies send out communications of different sorts at regular intervals through the year. Moreover, in their periodicals, the societies have an admirable vehicle for advertising, through which their members may be reached quarterly, at least. Thus the societies have opportunities both to advertise the books directly by mail at little or no additional cost, and also to supplement notices so sent by advertisements in their periodicals, where the only expense is the actual cost of printing.

Similarly, the societies are already in contact with libraries which are likely to purchase books they sponsor, for since the interest of these books is probably much the same as that of their periodicals, it is the libraries which subscribe to their periodicals that may most profitably be urged to purchase their other publications. Consequently, these societies maintain for distributing their periodicals a mailing list which can be utilized at slight expense in advertising their books to libraries.

Whether the material which they would send out for that purpose would prove as effective as material prepared by the trained advertising men at the publishers' disposal, may be questioned. Furthermore, it might seem unlikely that the societies would succeed as well as the publishers in extending this list of library purchasers. Then too, publishers, familiar as they are with the comparatively inexpensive devices by which the sale of a book may be exploited, are naturally in a better position than the officers of a society to obtain even the small general sale that can be anticipated for such books as the societies sponsor. For example, publishers are more likely to recognize the advantages of obtaining general publicity which might attract attention to the popular interest of a learned book. Likewise, publishers more or less as a matter of course see that every book they issued is listed in certain trade journals, and noticed, at least, in important book review organs. For exploiting the library market, and for attracting the attention of the general book-buying public, publishers have a distinct advantage over the societies, not only with regard to the expense involved, but, as has been seen, also with regard to the effectiveness of the advertising executed.

Possibly it may seem that publishers, by means of the expert advertising service at their disposal, could utilize opportunities for reaching the special market to better advantage than the officers of the societies. Yet it is a fact that material prepared by scholars is more likely to appeal to other scholars than material prepared by advertising writers: material of this latter sort not infrequently depends too much on the writer's experience in promoting trade books, and neglects the scholar's principal interest, namely, the usefulness of the book to him in his work. Indeed, scholars have professed to be deterred from purchasing by advertisements of this sort, which in an effort to procure a sale among the lay audience, gave scholars the impression that the book was too popular for their purposes. Consequently, it may be that the officers of a society are as capable as advertising writers to prepare advertisements which are directed to the learned audience.

At present publishers seem to feel that learned books can be sold by the same methods as trade books. Some publishers, to be sure, endeavor to reach by mail the special audience to which learned books appeal. But all the publishers involved allow booksellers the same discounts on these books that are allowed on novels or popular biographies. For, even though these publishers know that booksellers are of little use in promoting the sale of such books, they hesitate to incur their disfavor by reducing the usual discount for this special class of publication. These publishers also are not quick to recognize the advantages of allowing discounts to members of the societies involved. Consequently it appears at present that the publishers because of their trade relations, are unable to arrange the marketing of these books to suit the special conditions which prevail. Because the return from sales is diminished by the large discount allowed booksellers, who render only a small service at the most, it is apparently impossible to allow a small but useful discount to members of the society involved, who, interested to begin with, may be stimulated by such a discount to buy the book in question directly from the publisher.

This tendency of the publisher to market learned books in much the same way as their trade publications to some extent prevents them from reaching the foreign market, which undoubtedly can be

further exploited profitably. For the publishers, in most instances, market their books abroad through foreign agents, who are active principally in countries where English is spoken. So far these foreign agents do not seem to have been conspicuously successful in marketing books sponsored by the societies, even in English speaking countries, to say nothing of other countries where, as has been seen, a considerable sale might be obtained. In most prevailing arrangements between publishers and societies, moreover, it is stipulated that the publishers shall receive a greater proportion of the proceeds for sales abroad to reimburse him for the larger expense incurred, principally in the commission which he must pay to his foreign agent. Consequently, the copies which are now sold abroad, yield only a diminished return to the society.

Some of the societies, on the other hand, have succeeded in stimulating the sales of their books abroad by advertising there, as in this country, by mail, and by encouraging direct purchase. At the same time, by this means, the societies have been able to keep the cost of marketing abroad almost as low as the cost of marketing in this country. In fact, the printed matter rate for mailing books abroad is only slightly higher than the lowest parcel post rate in this country, and much lower than the rates for distant zones.¹ Similarly, printed advertising matter may be mailed abroad as cheaply as if not cheaper than, in this country.²

As yet, however, these inherent merits and defects are not reflected to any great extent in the statistics available, (see above, page 37), because in the first place, the number of books involved is small, and in the second place, because of the brief space of time that has elapsed since their publication. If a society must at present decide how it shall market the books it finances, all its officers can do is consider with care the advantages and disadvantages noted in each method, and try to determine which, in view of present information, seems the most likely to succeed.

¹ The printed-matter rate for books mailed abroad to any country in the postal union is eight cents a pound; the parcel post rates in the United States range from seven cents a pound in the nearest zones to thirteen in the farthest.

² Two ounces of printed matter may be mailed to any country in the postal union for one cent; unless sent under special permit, the rate per ounce in the United States is a cent and a half.

At the same time, they must take into account other combinations of the arrangements now in force, which may suit the particular needs of their society, or which may remove or reduce defects now noticed.

From even a brief consideration, one conclusion will be clear; neither publishers or societies have yet succeeded in procuring an adequate distribution of the books published. Printing costs, it appears cannot be much reduced without endangering the usefulness of the material printed. But marketing costs are in a number of cases rather high, particularly when one considers the small number of copies sold, and the small monetary returns from sales. In a recent year the average first-year sale of original reports of research published by six university presses amounted to 441 copies.¹ It is apparent that the societies can hope for much better results than have so far been attained.

Clearly, then, both the publishers and the societies involved have cause to consider seriously what improvements they can effect. This is hardly the place to treat in detail what changes are desirable in the part played by the publishers. Yet it may not be amiss to suggest a few of the more obvious.

In the first place, for reasons that should already be apparent, publishers might well consider whether they cannot profitably keep the publication of learned books distinct from their other publishing. In the case of such books, where no general appeal can be anticipated, expenditures for the usual sorts of promotion are almost utterly wasted. Cannot the publishers recognize the special conditions that prevail, and expend what money can be appropriated for promotion in ways better calculated to produce results? Cannot direct purchase be encouraged both in the United States and abroad? Cannot booksellers' discounts be reduced for this class of books and comparatively modest discounts be allowed to clinch sales to persons already interested? These changes might well be expected to result not only in a reduction of costs, but even in an increase in sales.

But the increased revenue to be anticipated would by no means constitute the only advantage which publishers might hope would

¹ This average is derived from figures compiled by Mr. Donald P. Bean in a valuable report prepared for The Rockefeller Foundation, entitled *American Scholarly Publishing* (p. 113 of the mimeographed edition).

result. Few publishers seem to have recognized the benefits which they would derive, from connections with influential learned societies of national importance. In the first place, the publisher by such a connection gains the privilege of utilizing the influence of the society in his advertising, primarily, of course, in relation to books issued for the society. So dignified a contact certainly does not damage his reputation. Moreover, it tends to bring him into touch with members of the societies, whose acquaintance may prove not only useful but also profitable. Many scholars, besides producing learned works, turn out other more popular material with distinct commercial value. Indeed, it is far more likely to prove to a publisher's advantage to accept books of small commercial value from a learned society than from an individual author from whom the publisher may later through this unprofitable connection obtain material which will yield a profit. Through a connection with a learned society the publisher gains the acquaintance not of a single author, but of many.

In the second place, the publisher by such a connection gains access to a considerable body of book-buyers of known tastes. By joining the society in question, its members have indicated their interest in the subject it fosters, and this indication doubtless suggests other allied tastes and interests. As scholars, they are accustomed to regard books as necessary tools of their trade, and consequently in the course of a year purchase a goodly number. If a publisher issues books on behalf of a society, to be successful he must have the use of its mailing lists, which at present are only in a few instances available for his use. Moreover, if in using these lists he is recognized by the members of the society as its official publisher, he can anticipate almost as much attention for his advertisements as the society itself commands.

Finally, since under prevailing arrangements a part of the expenses of manufacture at least are borne by the societies, the publisher by coöperating with these societies can expect to procure capital for publishing material which, though ornamental to his list, can hardly prove profitable. That the titles chosen by the society should not be ornamental seems unlikely, in view of the fact that the officers in charge are themselves authorities on the subject treated.

It would seem, therefore, that the publishers, if the publication of learned books were reorganized as suggested, could well afford to hand on to the societies a portion, at least, of the increased revenue which might be expected to result. Indeed, since the societies by the coöperation would be responsible for some of the increase anticipated, they might justifiably expect to share in the resulting benefit. At any rate, it would seem to the publishers' advantage to give special attention to this field, at least to the extent of eradicating difficulties pointed out in existing arrangements.

4. ADVANTAGES OF COMPARING EXPERIENCE

Whether or not the officers of these societies find it expedient to delegate the oversight of practical details to some publishing agency, they are in any case responsible for seeing that the books issued are printed and marketed economically and effectively. Only by comparing the results they obtain will they be able to judge to what extent they are fulfilling that responsibility. Furthermore, the officers alone are responsible for so directing the societies' activity that the funds available are made most beneficially productive. Since the societies' aims are for such practical purposes identical, a frequent comparison of their experience cannot fail to be of assistance in any formulation of policy.

a. For Indicating Opportunities for Coöperation. In the first place, such comparison may frequently indicate opportunities for coöperation, not only on the part of the societies, but also perhaps on the part of the publishers involved.

For example, the present survey has amply demonstrated that the principal difficulty encountered by the societies is in marketing the books they publish. The market is at best limited. Purchasers are widely scattered. The market served, however, if not actually identical, is at least similar in its characteristics. In all cases libraries constitute a large proportion of purchasers. Even though the body of individual purchasers may vary from field to field, their interests and habits are similar, since most of them are scholars. Here, then, comparison indicates an opportunity for the societies to combine with profit in an endeavor to improve the conditions which make marketing their books at present difficult.

Two means of effecting an improvement suggest themselves immediately. First, if it could be emphasized that these books are publications of learned societies which include in their membership practically all American scholars working in the societies' fields of interest, the market would be automatically widened. The directors of larger libraries pride themselves on having complete sets of the publications of all important learned societies. As the national character of these societies is made apparent an increased sale to libraries might confidently be expected, not only in this country, but also abroad. General recognition of the importance of the books issued by such societies would also influence the individual purchaser quite as much as the award of some well known prize to a trade book. Possibly publication by a society might come to be considered comparable to the 'crowning' of a work by a European academy.

In the second place, though purchasers are widely scattered, they are bound together by their common interests. The societies for their part serve these interests by bringing out books which, though needed by the purchasers, otherwise would not be published. It is then very much to the advantage of the purchasers to support this activity of the societies. By purchasing books issued by the societies, they not only procure tools needed for their research, but also facilitate the further publication of similar material. To emphasize this advantage to the purchasers should prove useful not only in organizing the scattered market, but even in bringing into the societies as members purchasers who previously had not recognized the benefits of membership.

Coöperation in effecting these ends would be in every way advantageous. At present none of the societies have a list of publications long enough to enable them to advertise extensively at a cost justified by the returns that could be anticipated. Consequently, no very wide circularization has been undertaken. If the societies were to combine to advertise the books they sponsor, the resultant list would be of sufficient length not only to make possible wide circularization at a moderate cost per item listed, but also to emphasize the extent and importance of publishing by the societies involved.

To supplement such advertising by even a small amount of publicity would still further augment the benefit derived. In America, a few well-placed articles summarizing what has been done so far might be depended on to attract general attention to the books issued. No one society at present publishes a large enough number of books to make publicity of this sort fully effective. But if the societies coöperate, not only would the interest of the material prepared increase, but also the combined influence of the societies would undoubtedly obtain for it a wider hearing. Occasionally publicity might be obtained for books selected for publication at a time when their selection is announced, which could emphasize unobtrusively the honor of having a book published by a learned society. Exhibits of books at the annual meetings of the different societies would provide an inexpensive means of attracting the attention of scholars outside the membership of the society which sponsored publication, provided that the exhibit is well displayed, and so placed that it can obtain notice at moments when the scholars in attendance are likely not to be otherwise occupied—at a place where registrants must stand in line, or outside the door of a banquet hall, for example.

The societies by their mere existence do much to effect the second improvement in present conditions, namely, to organize the scattered market, for, as has been noticed, the membership of these societies includes a large part of the special market to which the books it issues appeal. For the societies individually to remind their members how much it is to their advantage to purchase the books which the society sponsors on their behalf, cannot fail to enhance the usefulness of the present organization of this special market. The societies can also enlist the services of their members to promote the sale of their books to libraries. For those of their members who are on the faculties of educational institutions can frequently procure the purchase of the societies' publications for the institutions' libraries, merely by recommending them to the librarians. By enlisting the services of their members for this purpose, the societies not only can stimulate the sale of their books, but also can emphasize profitably the proprietary interest in them which members should feel.

Besides endeavoring individually to enhance the usefulness of the already organized market which their membership comprises, the societies can coöperate to bring into the existing organization scattered purchasers not now included. Again, the activity of these societies, or the needs they meet, separately are not sufficiently impressive to attract attention. But a clear statement of their collective function, and a summary of the needs they join in recognizing, if given the publicity their combined influence can command, should demonstrate to scattered purchasers that it is to their advantage not only to buy the books which the societies sponsor, but also to encourage further publishing by enrolling as members of the society.

Though practically the function of these societies is identical, namely to bring out books which, though essential to the advancement of learning, might otherwise not be published, few of them have definitely stated this policy. Likewise, though the needs which led to the assumption of this function are apparent to the officers and to many members of the societies, in few cases have any steps been taken to make them generally known. To indicate successfully to the scattered purchasers that to support this activity of the societies is to the purchasers' own advantage, the societies must recognize their proper function, and at the same time indicate specifically the need it fulfills.

b. For developing the Societies' Policy in Publishing. Comparison of the experience of the societies has then in this case a further result. Beside indicating an opportunity for active coöperation, it points to the necessity of giving adequate attention to certain general considerations. So far, the officers concerned have been forced to devote most of the time at their disposal to dealing with manuscripts submitted, and to arranging for the publication of those selected. But eventually time must be found to consider matters more remote, if the officers are to meet their full responsibility. In this instance, some general consideration could profitably precede any active coöperation which might be undertaken to improve present conditions.

Apart from such immediate usefulness, the advantages to be derived from a general consideration of the problems encountered

would undoubtedly be sufficient to justify the effort, especially since in many cases little effort would be required. Most societies, for example, have already recognized by practice their function of publishing books which might not otherwise appear. To adopt a definite policy to that effect should not require much discussion, though it would be useful to emphasize the service rendered to scattered purchasers.

There would be little harm in restricting the activity of these societies to books of this sort. If a book can pay its own way through commercial publication, it is clearly unfair that its publication should involve funds needed to publish other material which, though equally worthy, happens to lack commercial value. Even though the profits realized might make further non-commercial publication possible, funds needed for other enterprises would for a time be engaged, and those enterprises would thus be delayed.

Moreover, for the societies to publish books with commercial possibilities would constitute a regrettable intrusion into the commercial field on the part of institutions to some extent endowed. This intrusion might well be expected to have unfortunate consequences. Publishers whose livelihood depends on their business might justifiably complain of such competition as unfair. On the other hand, the donors of the endowment might well inquire if their gifts were actually needed.

That they are needed is, in fact, doubted by no one familiar with the situation. It may be possible in other countries to support unprofitable ventures of scholarly publishing with the profits of others more lucrative. But it seems hardly likely that this system of finance could succeed in the United States under present conditions. Certainly no university press in this country has yet been conspicuously successful in establishing its financial independence, though a university press with its diversified publications stands a far better chance of success than any learned society.

There might seem to be no harm in occasionally publishing a book, which, though it could not be expected to yield a commercial profit, might well return the amount invested in its publication. To publish such books regularly, however, would be regrettable,

for commercial publishers are frequently glad to accept learned books of this sort, merely to have the title appear in their list. Accordingly the societies should ordinarily reserve their funds for ventures in which a loss cannot be avoided. Since any deviation from the function now recognized by practice would lead to difficulties, it would seem advisable for the societies to restrict their publishing to books which could not be brought out commercially, or at least, to give such books marked preference.

The societies then have little or nothing to lose by stating definitely their function of publishing books, which, though important for the advancement of learning, might not otherwise be published. In the first place, such a statement would be of immediate use in organizing the scattered purchasers by emphasizing the service that the societies render. In the second place, if given general publicity, it would attract the attention of authors with material which they have been unable to publish commercially to the resources that the societies have at their disposal. Finally, such clear recognition of their proper function should assist the officers in the wise administration of this activity.

It should be hardly more difficult to make apparent the needs which led to the assumption of this function. Such needs are not difficult to discover, for every unpublished manuscript represents a need, at least until its unworthiness for publication is established, or until some other more appropriate means of publishing it is found. Such material can be effectively located by the simple device of sending out an inquiry to all or part of the members of the societies, for they are as likely as anyone to know of its existence.

The advantages of such a systematic inquiry certainly outweigh any disadvantages that it might involve. It is difficult to discover more than one possible disadvantage to the scheme, namely, that officers in charge of publication might suddenly be called upon to deal with a large amount of material called forth by their inquiry, which would require for proper consideration a greater amount of time than they would have at their disposal. But if this material is worthy of publication, it should be the responsibility of the society somehow to give it adequate attention. Ineligible material could to a great extent be excluded at the outset, if the inquiry sent out were properly phrased.

Four advantages might be expected to result from such an inquiry. First, its immediate usefulness in making apparent the needs which led the societies to undertake publishing as a part of their activity has already been mentioned. If the societies can make apparent to their members and to the scattered purchasers the full extent of the needs they care for, the special market which the societies comprise in their membership would not only be stimulated to buy, but also might be considerably enlarged. For when the scattered purchasers, who know already that the society has brought out material not likely to have been published otherwise, are shown by a statement of needs which the society still must meet what service it is likely to render in the future, they should see all the more clearly how much it is to their advantage to support the societies' activity by becoming members.

Second, the existence of the material which such inquiry discovers will, in many cases, have been known to the officers. Yet it is not unlikely that inquiry might disclose other needs whose existence had not been suspected. For example, it might well happen that the officers of a society would decide against publishing translations partly because they were not required by workers in the field, who were themselves able to deal with the original texts, and partly because such publications should be undertaken commercially. It might equally well happen that inquiry would show that a number of translations had been refused by commercial publishers as not sufficiently profitable; and, moreover, that these translations were needed by workers in another field, who, though coöperation between the two fields was officially encouraged, could not be expected to have the linguistic equipment to enable them to use the originals. Full appreciation of existing needs by the officers would constitute a further advantage resulting from such a systematic inquiry. Only with such appreciation would it seem likely that the policy of a society could be kept in touch with the field it serves. Indeed, if the policy is to reflect changing conditions, the inquiry should probably be repeated at intervals of two or three years.

Third, an inquiry of this sort has an added usefulness in that it encourages authors with material for publication to submit it for

the societies' consideration. If the societies are to fulfill their entire responsibility, they must give an equal opportunity to make use of their resources to all their members, and not merely to those who happen to be in touch with the affairs of the societies, or to those who happen to be able to attend their meetings. It seems hardly likely that without some inquiry from the officers all worthy material would be brought to their attention. A gift for making known the excellence of one's work is not necessarily a characteristic of successful scholarship. Certainly in practice, formal notices have not been sufficient. Rather an inquiry from the officers concerned addressed individually to members, or to a selected list of members, has been necessary. Both inquiries of this sort undertaken so far have brought in information about books which none of the officers concerned knew of, although the fact that the fund was available had in both cases been formally announced.¹

These three advantages would benefit only the societies which at present actively engage in publishing. The fourth advantage would benefit all the societies alike, whether they have funds available for publishing, or whether they regard publishing as a desirable extension of their activity, but lack funds for its support. It is important in either case to have available information with regard to the needs which these funds provide for. Of the publication funds treated in this survey, fully half were obtained when some special need arose for financing some particular publication or series of publications. The experience of the societies in general has also shown that it is easier to obtain funds for some definite need than for unspecified purposes. Consequently an inquiry like that suggested might well prove useful in any campaign for funds. For what stronger argument could be presented to possible donors than that a known number of presumably worthy manuscripts, which cannot be published under prevailing conditions, are uselessly gathering dust? Since all these societies will at some time find it necessary to raise funds for publishing, to have specific

¹ Though only one manuscript had been voluntarily submitted to the Philological Association in several years, such an inquiry discovered seventeen manuscripts, which, unknown to the officers of the Association were ready, or almost ready. See below, p. 85.

information with regard to needs will sooner or later prove a distinct advantage.

c. For Establishing the Societies' Responsibility. It should be apparent from these pages how directly any comparison of the activity of these societies leads to such general considerations as have been noticed. An inquiry projected originally merely for the purpose of discovering specific needs in a given field, calls attention to other aspects of the societies' responsibility. That the societies should make their resources available alike to all its members, that it should make preparations for the time when its resources must be replenished, or to meet needs that are now not provided for, are responsibilities no sooner stated than recognized. Undoubtedly if the officers could find time to devote to general consideration of the activity they direct, other similar responsibilities would be discovered.

Without attempting to establish the full responsibility of the societies, in concluding it may be appropriate to indicate where this responsibility lies. In the first place, the societies are responsible to the donors of the funds which finance their publishing. By accepting these funds the societies presumably accepted the responsibility for administering them wisely. If their administration has been wise, it is clearly to the societies' advantage to demonstrate their success by furnishing on request significant information with regard to the use to which the funds are put. Indeed, the donors might reasonably hold the societies responsible for such information. The societies' accounts then should show the exact cost of each book issued, and the exact return realized from its sale. Other significant information should be carefully compiled, whether required or not. At any rate the officers themselves should know the essential facts, if for no other reason than to guide them in making decisions in the future.

In the second place, the societies are responsible to the authors whose work they publish. In most cases these authors can expect little or no immediate compensation for their labor. The societies, then, are all the more responsible for publishing their work in such a way that it secures as wide a hearing as possible. Moreover, if an author is to receive a royalty when the society's invest-

ment has been covered by the proceeds from sales, he should be given accurate information with regard both to expenses and receipts. To verify such statements, it is customary in general publishing to submit to authors at specified times a statement indicating the stock on hand and withdrawals since the previous report. In cases where the author has any royalty rights, the societies are responsible for furnishing this information.

Finally, the officers in charge of publishing have a considerable responsibility to the society they serve. In the first place, as has been noticed, the officers are responsible for making available to all members of the society alike the resources at the society's disposal. Second, the officers are responsible for seeing that the publishing undertaken by the society meets the needs encountered by its members. Only with a full appreciation of these needs can the officers make the society's resources most productive of good. Third, and last, the officers are in some measure responsible for providing resources to meet such needs. The society's influence is in their hands to be utilized for the common good of the members. The members, then, may with good reason expect the officers to endeavor by means of this influence to make provision for needs which the members individually could not hope to meet. It may prove expedient for the officers to delegate the oversight of practical details to some other agency. But the ultimate responsibility for the societies' publishing activity is theirs alone. On the success with which they fulfill this responsibility depends the future of publishing by these societies.

[APPENDIX A]

THE PUBLISHING ACTIVITY OF THE INDIVIDUAL
SOCIETIES

AMERICAN PHILOSOPHICAL SOCIETY

The American Philosophical Society has no resources for financing publication apart from its general fund and a special endowment for publishing which yields about \$1,000 annually. From these funds the expenses of publishing its *Proceedings* and *Transactions* are met. The latter series, since each issue includes one study only, might fall within the scope of this survey; but it contains only scientific papers.

The Society is at present endeavoring to obtain sufficient endowment to yield an income of \$60,000 a year. In the increased activity which such an income would allow, publication, in part at least of humanistic studies, would constitute an important element. The Society now has on hand a large amount of manuscript material of a sort that would require separate publication, if funds were available. But at present, the Society sponsors no publication of the sort with which this survey is concerned.

AMERICAN ACADEMY OF ARTS AND SCIENCES

The Academy of Arts and Sciences issues publications in two series. Its *Memoirs* appear occasionally, as parts are completed; a suitable number of parts form a volume. Its *Proceedings*, likewise gathered into volumes, comprise studies submitted to the Academy for publication, for the most part by its members; generally one volume is issued annually. Both series seem to fall within the scope of this survey; each part is issued and sold separately; their subsequent collection into volumes is for convenience merely. However, the last part of the *Memoirs* devoted to a humanistic study appeared in 1904, all the parts issued since then having been scientific in character. It is in the *Proceedings* that practically all the humanistic studies published by the Academy appear. The Academy intends in 1931 to issue a second volume of the *Pro-*

ceedings in order to provide for the publication of an especially elaborate study in a humanistic subject.¹

The arrangements for editing and publishing both series are in the hands of the Committee of Publication, consisting of the editor of the Academy as Chairman, and representatives of each of the three classes of the Academy's membership.² If the amount of material submitted is so large that it becomes necessary to decline for publication material otherwise acceptable, members of the Academy are given preference in each of the several classes but only after this Committee has notified the Council of the Academy that such a state exists.

The publications of the Academy are financed from the income of two of its invested funds, the Appleton Fund, with a capital of \$28,869.06, and the Centennial Fund, with a capital of \$26,202.31; to this income are added the proceeds of sales of reprints, subscriptions, and other sales. A tabulation of this account for the year ending March 31, 1930, will illustrate its status:

On hand, April 1, 1929.....	6,584.37	
From income from the Appleton Fund	1,662.50	
From income from the Centennial.		
Fund.....	2,586.50	
From Author's reprints.....	141.55	
From Sale of Publications.....	665.03	
Expenses of publications.....	1,683.07	
Vault rent.....	10.00	
Investment charges.....	321.40	
Cash on hand, March 31, 1930.....	9,625.48	
	<u>11,639.95</u>	<u>11,639.95</u>

Not infrequently income from the Rumford Fund, devoted generally to promoting research in heat and light, and to awarding medals for distinguished success in such research, is used to publish the results of research in the field of the fund.

¹ In 1930, one number of the *Proceedings* was devoted to the publication of 'The Anonymous *La Conquista del Peru* (Seville, April, 1534), and the *Libro Ultimo del Sommario delle Indie Occidentali* (Venice, October, 1534), edited, with an Introduction and Bibliography, by Alexander Pogo.

² The Academy is divided in three classes: physical sciences, biological sciences, and humanities.

It is none the less apparent that there is a public of considerable size interested in publications of the sort that the Society would probably sponsor. It is at present the practice of the Society to print separately a small edition of each article that appears in its *Proceedings*. These articles are prepared from papers that have been presented by members of the Society at its meetings, and are selected by the Committee on Publications. Not infrequently the small supply of reprints of these articles has proved insufficient to supply the demand, particularly when the papers have been bibliographical or valuable for reference, or have touched fields of interest to collectors. Thus, 150 reprints of a bibliography of early American children's books were quickly sold, and over sixty orders went unfilled; and bibliographies of West Indian printing, and of early American magazines have been almost exhausted.

In recent years, however, the Society has been interested rather in increasing its collections than in publishing. Since many of the library's collections are almost unique in their completeness, and furthermore since the public interested in any one particular field is comparatively small, and for the most part able to examine the material in the library itself, the publication of such material as the Society would sponsor may be confidently left to the many agencies already engaged in such publication, the local and state historical societies, the Library of Congress, and so on. For, although there are many agencies for publishing, there is no other library in the United States that endeavors so actively to complete certain collections of material valuable for historical research. It is for these reasons that the Society, though recognizing the value of publishing as a part of its activity, devotes its energies at present chiefly to perfecting its library.

At the same time, if the Society had sufficient funds to care for the needs of its Library, it could well devote any surplus to a number of publication enterprises. For example, installments of a *Bibliography of American Newspapers, 1690-1820* appeared in the *Proceedings* from 1913 to 1928. Scattered as this *Bibliography* now is, and out of date as many of its parts are, its usefulness is much diminished. Its possible value is amply illustrated by the

fact that the library receives annually 2,000 inquiries which this *Bibliography*, if available in convenient form, would serve to answer. A part of the necessary revision has been completed, and it is hoped to have the manuscript ready for the printer within a year.

If other enterprises were undertaken, moreover, the services of an editor or compiler would be urgently required. The Society is at present having copied the letter-book of John Hull which contains material of considerable interest to historians of the seventeenth century, although there is no immediate prospect of arranging for its publication. It has in its collections other material of similar interest and importance which might well be published: the papers of Dwight Foster, a member of Congress about 1800, or the Stephen Salisbury papers, business records extending from 1750 to 1850, for example. But because of the needs of its library, the Society, for the reasons indicated above, is at present making no active effort to obtain funds for publication.

AMERICAN ORIENTAL SOCIETY

The Oriental Society at present makes use of only one of the funds at its disposal for financing publication in book form. This fund, established by a bequest of \$10,000 received in 1923 from the estate of the late James B. Nies, was to be placed in the hands of trustees named by Mr Nies, and the income used for the publications of the Society. Shortly after the bequest was received, the Society approved setting aside the income for publishing Semitic studies. Subsequently, in 1925, it was suggested that the income might well be used to finance the publication of a *Library of Ancient Semitic Inscriptions*, for which a plan had been drawn up by certain members of the Society, who had made tentative assignments for the preparation of twenty-five volumes. After considering these plans and assignments, the Society voted to approve them and to devote the income from the Nies Fund as it became available to the publication of the *Library*. Though the assignments for the work were not made originally by the Society, it happened that all the scholars to whom parts were assigned were members of the Society.

The preparation of material for publication in the *Library* was placed by vote of the Society in charge of an editorial committee. The Society's Publications Committee has charge of the arrangements for manufacture and sale, as it does in the case of all the publications issued.

So far, only one volume has appeared, *Royal Inscriptions of Sumer and Akkad*, by G. A. Barton (pp. xxii, 406, \$6.00), published in the autumn of 1929. Other volumes called for in the plan adopted are in preparation; indeed, one is now ready for the printer.

The capital of the fund is so invested by the Trustees as to yield \$522.50 annually. This income is carried by the Treasurer in a special account, and interest realized is credited to the amount available for use. The application of this income may be illustrated by the following tabulation:

Income from the Nies Fund plus interest realized on invested in- come.....		\$4,792.72
Cost of manufacture.....	\$3,008.06	
Cost of storing type.....	33.38	
Author's corrections.....		250.00
Proceeds from sales.....		152.43 ¹
Cash on hand, December 31, 1930...	2,153.71	
	<u>\$5,195.15</u>	<u>\$5,195.15</u>

553 copies of the *Royal Inscriptions of Sumer and Akkad* were printed at the cost of manufacture indicated above, \$3,008.06. The \$152.43 mentioned as proceeds from sales represents the return from the sale of 81 copies. There are still in stock 105 bound copies and 304 unbound.

In accordance with a contract arranged for the Society by its Publications Committee, the manufacture and sale of the *Library* is in charge of the Yale University Press. By the terms of this contract, the Society undertakes the preparation of material in the proper form; the Society agrees to reimburse the Press for all

¹ Of these amounts, \$111.48 represents royalties which have accrued on sales since the last royalty payment was made on December 31, 1929; these royalties are payable on or before the last day of March, 1931.

costs of manufacture, including author's alterations; it has the right to specify the edition to be printed. The Press for its part agrees to arrange for the printing of such volumes as the Society presents; it agrees to attempt to secure the copyright of each book in the Society's name. It further agrees to market the books published at its own expense, and in such manner as it shall deem expedient, taking into consideration so far as possible the wishes of the Society. The Press is to pay the Society a royalty of thirty-five per cent. on all copies sold in the United States, except copies sold at a discount of fifty per cent. or more; such sales, and all sales outside the United States, are subject to a royalty of seventeen and a half per cent. For its services the Press retains the net proceeds which remain after the allowance of discounts, the payment of royalties above listed, and the deduction of any other expenses incurred by the Press in selling and handling the books. The Press is not required to insure any material connected with the *Library*, and is responsible for such material only in case of gross carelessness. The Press allows the Society as many copies of volumes of the *Library* as the Society may desire, but without obligating itself to pay any royalty on such copies, and stipulating that they may not be sold.

At present, no discount is allowed to members of the Society. Libraries are allowed a discount of ten per cent., and booksellers the usual discounts of from one third to forty-three per cent. So far the Press has advertised the first volume only by including it in the Press's catalogue, of which about 20,000 copies were sent out.

The Society has also a second series, known as the *American Oriental Series*, but in which, at present, no further publication is projected. In 1921, when it appeared that by a change in printing arrangements a considerable reduction in the cost of the Society's periodical, the *Journal*, could be effected, the Society voted to use the funds thus made available for publishing in book form works by two of its members. The printing arrangements by which it was expected to effect this saving, however, proved unsatisfactory, so that only a part of the money needed for these publications was available. In the consequent emergency, the author of the second of the two works agreed to advance to the Society sufficient funds

orders for later volumes from libraries which had purchased the volumes already issued. At the request of this committee, and after due consideration, the Institute approved the plan as worked out by Mr Jones, and also the authors selected by him to prepare the remaining volumes. At the same time, the Institute expressed a hope that funds might be secured to make the continuance of the series possible.

In 1923, the General Secretary of the Institute, Professor Rollin H. Tanner of New York University, was informed that Mr John D. Rockefeller, Jr, was interested in the series. If the Institute would sponsor the series, Mr Rockefeller agreed to contribute \$10,000, on the condition that the Institute would raise an additional \$5,000. This contribution from Mr Rockefeller was to be returnable from the proceeds of the sales of the volumes to be published. To obtain the \$5,000 additional, the Institute made application to the Carnegie Corporation of New York which subsequently, in November, 1924, granted the amount requested as a revolving publication fund. The Institute then voted to apply this fund to financing the *Mythology of All Races*.

Up to this time, the Marshall Jones Company had published in all seven volumes, Volumes I, III, VI, IX, X, XI, and XII. A contract was then entered upon according to which the Institute should bear the expenses of manufacturing and marketing the six remaining volumes, and should have charge of selling the entire series, which then was offered in sets only. All orders were to be handled through the office of the Institute, which was to remit to the Marshall Jones Company eighty-seven and a half per cent. of all money received in payment for the seven volumes published by the Company before the contract went into effect. The Institute itself retained all proceeds of the sales of volumes subsequently published.

Since at first, however, all the volumes except one had been published by the Marshall Jones Company before the contract was entered on, the remittances due the Marshall Jones Company used up most of the receipts, and left the Institute almost nothing to offset the selling expense. In this emergency, \$10,000 more was obtained through the generosity of Mr Rockefeller, Jr, and an

additional \$5,000, again stipulated by Mr Rockefeller as a condition of his contribution, was obtained from various individuals. The \$15,000 thus raised was likewise returnable to the donors from the proceeds of sales, and was to constitute a first claim on such proceeds.

At the same time, the Marshall Jones Company undertook the sale of the series, with the further change that single copies were now sold separately, though orders were still solicited for the series entire. This arrangement still prevails, the Marshall Jones Company receiving the entire return from the sales of the seven volumes issued before the joint publication was begun, and the Institute receiving from sales of sets, the proportionate amount paid for the volumes which it has manufactured. Four of the eleven volumes already issued belong to the the Institute. To reimburse the Marshall Jones Company for its services in selling, however, the Institute allows it a discount of fifty per cent. on all orders for single volumes published at the expense of the Institute's fund.

The Institute exercises no editorial supervision over the material submitted, but trusts to the judgment of the authors chosen to prepare the volumes. These authors are paid for their work on its completion in a single payment, varying from \$500.00 to \$600.00. By this payment the work becomes the property of the Institute, but is to be turned over to the Marshall Jones Company after all amounts advanced by the fund have been returned to it. In the mean time the Institute has possession of the plates and the right to print from them, and also from the plates of the volumes owned by the Marshall Jones Company.

It is expected now that all the volumes will have appeared by June, 1931. Volume V is mostly in the hands of the printer, and will appear about May 1, 1931; the Index to the Series, Volume XIII, has already been prepared for nearly all the published volumes. It will undoubtedly appear in the spring of 1931. Each volume is procurable in three bindings, buckram, at \$10.00, half-morocco, at \$15.00, and full levant, at \$35.00. There follows a list of the thirteen volumes which constitute the series:

to finance the publication of his work, with the understanding that the Society should repay him for the advance at the rate of \$500 annually until he should be reimbursed. This offer was accepted, and the publications were undertaken, it being understood that the proceeds from their sales should be set aside as a revolving publication fund.

There follows a list of the volumes published:

Vol. 1, F. R. Blake, <i>A Grammar of the Tagalog Language</i> , pp. xxxi, 324.	\$6.00
Vols. 2 and 3, F. Edgerton, <i>The Panchatantra Reconstructed</i> , pp. xix, 408; x, 405.	\$12.00

It should be noticed that the former of these two books was sold at first at a retail price of \$5.00 and the latter (both volumes) at a retail price of \$10.00. The prices were subsequently raised by the Society at the request of the authors in order that the books should yield a greater return.

The following tabulation will summarize the status of these funds to January 31, 1930:

From the current funds of the Society	\$3,130.15
Cost of manufacture.	\$3,130.15
Proceeds from sales.	882.42
Interest.	105.88
Balance on hand January 31, 1930. .	988.30
	<u>\$4,118.45</u> <u>\$4,118.45</u>

Costs of manufacture, and sales, itemized:

Volume	Date of issue	Size of edition	Cost of manufacture	Copies sold	Copies on hand	Proceeds from sales
Vol. 1.	1924	500	\$758.95	87	375 ¹	2
Vols. 2 and 3.	1924	500	2,371.20	148	264	2
		<u>1000</u>	<u>\$3,130.15</u>	<u>235</u>	<u>639</u>	<u>\$882.42</u>

The volumes issued in this series are sold in the United States by the Yale University Press and elsewhere by the Oxford University Press, in accordance with contracts prevailing between the Presses and the Society. By the terms of these contracts, the Society

¹ 300 copies were retained by the printer to be sold by him.

² Itemized proceeds are not available.

arranged and paid for the manufacture of these volumes; the Presses act as selling agents only, receiving for their services a commission on the retail price of copies sold. No discounts are allowed to members of the Society. Libraries are allowed a discount of ten per cent. and booksellers the usual deductions.

The Society has a third fund, known as its Publication Fund, collected some years ago by obtaining special contributions, chiefly from members of the Society. The total of this fund on December 31, 1929, amounted to \$85.72. No further effort is being made to obtain contributions for the present.

Finally, by a gift of one of its members, the Society is able to publish shortly a catalogue of its library. The expenses of preparing this catalogue have been borne by Yale University in the library building of which the Society's library is permanently deposited. No action has yet been taken with regard to arrangements for marketing this volume, nor for the application of the proceeds from its sale. It is now being printed. Presumably these arrangements will be undertaken by the Society's Publications Committee, mentioned above, whose duty it is to have a general supervision over the distribution of all the Society's publications. This Committee consists of the treasurer, who serves as Chairman, the librarian, the two editors of the *Journal*, and one elected member.

It should be noted that the Society has available for sale separate prints of thirteen articles which have appeared at various times in its *Journal*. A complete list of these offprints appears on the back cover of the *Journal*. It is sufficient to record here that since the beginning of 1929, sales have been made of six of them only, varying from a single copy to fifteen copies, in all, fifty-three sales.

The Society has an immediate need for funds to finance the publication of the Amarna Letters, prepared by Professor S. A. B. Mercer of the University of Toronto to be issued in two volumes as a part of the *Library of Ancient Semitic Inscriptions*. The manuscript is now ready for the printer; the cost of manufacture has been estimated at about \$4,250.00, without allowance for author's alterations. The Society, however, has available only about

\$1,300.00. If the income from the Nies Fund were allowed to accumulate, it might be possible to undertake this publication in the course of the next five years. But meanwhile it is not unlikely that other manuscripts which have been solicited for inclusion in the *Library* will have been completed. Consequently, if the preparation of volumes for the *Library* is to be encouraged, or indeed if the enterprise is to advance at all other than very slowly, the Society must have resources considerably larger than those now at its disposal.

AMERICAN PHILOLOGICAL ASSOCIATION

The Philological Association has at its disposal for publishing books two funds, which at present are carried on its books as one account. The first of these funds, known as the Monograph Fund, was established in 1925 by vote of the Executive Committee, by which it was provided that one dollar of each member's annual dues should be set aside each year for that purpose. The second fund was established in February, 1928, by a grant of \$5,000, made by the Carnegie Corporation of New York on application by the Association. To these funds has been added interest realized from their investment. The Executive Committee of the Association has the responsibility of managing these funds. The selection of manuscripts for publication, however, is in the hands of a special committee known as the Committee on Monographs. This Committee consists of five members elected for a term of five years, one member retiring each year and his place being filled by the election of a new member or by his own reelection. In order to avoid annual change of leadership, Professor F. W. Shipley of Washington University, St Louis, the Chairman for 1929-1930, was continued as Chairman for a period of five years. At the meeting of the Committee held in Iowa City on December 29, 1930, Professor J. W. Hewitt, Secretary of the Association, and Editor of the *Transactions and Proceedings* was appointed as Editor of the monograph series.

Prior to the meeting of the Association in December, 1929, only one manuscript had been offered for publication, namely, *Vergil's Primitive Italy* by Professor Catherine Saunders. This

publication was already partially financed by a subvention from Vassar College. At a meeting of the Committee in December, 1929, it was voted to grant an additional subvention from the Monograph Fund to the publisher, with the understanding that Vassar College and the Association should share pro rata from the profits from sales after the expenses had been met. The amount of the Association's contribution was \$250. The book was published by the Oxford University Press, New York, on October 15, 1930, the two thousandth anniversary of Vergil's birth. It was not, however, primarily a monograph of the Association, but merely a book supported by a subvention.

In view of the fact that only one manuscript had been voluntarily offered in the two years of the Committee's existence, it was decided to make a survey of material for publication, either completed or under way. The request for information regarding such material went out to all members of the Association in October, 1930, and produced surprising results. It was found that seventeen manuscripts, ranging from fifty to four hundred pages, would be ready before the end of 1931; of these, six were ready when the information was returned. It was clear, therefore, that there was no dearth of material.

Of the seventeen titles submitted, four were eliminated at the December meeting of the Committee; four which were ready were assigned to readers; and the others which were to be submitted before the end of 1931 were assigned to readers as soon as they should be ready for consideration. At this same meeting, it was decided to publish one book of 400 pages, which had already been read by two experts in the field as soon as it met the approval of the Chairman of the Committee.¹ It was also decided to give to the series in which books published by the Association will appear the title, *Philological Monographs, Published by the American Philo-*

¹ This approval was given early in 1931, and work on the book has already begun. Since the meeting of the Committee in December, 1930, two projects have come in which are now ready but which have not yet been passed on by the Committee. One project of considerable magnitude, the publication of an *Index Verborum* of Cicero's *Letters*, and still requiring a substantial amount of work, cannot be published with the funds at present available; but it is hoped that an additional subvention may be found for it on account of the great importance of the work, which is badly needed by scholars.

So far the Academy has issued nineteen volumes of its *Memoirs* and sixty-four of its *Proceedings*. Besides, about 1875, it issued the *Complete Works of Count Rumford* in four volumes, writings that are mainly scientific in character, and also a *Memoir of Sir Benjamin Thompson, Count Rumford, with Notices of his Daughter*, by George Ellis; these books are still available at \$5.00 a volume.

The *Memoirs* and *Proceedings* are sent upon request without charge to all members of the Academy who pay dues at the time of issue, and likewise to the foreign members. By exchange copies go to about five hundred institutions; about eighty institutions subscribe for all issues on their appearance. The *Memoirs* are offered at \$10.00 a volume; discounts of twenty-five per cent. from this price are allowed libraries and booksellers. Members of the Academy who wish to purchase back issues are allowed a discount of fifty per cent. Complete sets may be purchased at a discount of sixty per cent. The *Proceedings* are offered at \$5.00 a volume, with the same scale of discounts. Parts of the *Memoirs* or of the *Proceedings* are for sale at prices ranging in the case of the former from \$.75 to \$7.50 and in the case of the latter from \$.25 to \$3.00.

All sales are handled by the assistant librarian of the Academy who is a paid official. Little effort has been made to promote sales, since the content of the Academy's publications is so miscellaneous in subject that it would be relatively costly to advertise them. It is noteworthy, however, that there is not infrequently so great a demand for articles printed in the *Proceedings* that the stock of separate prints has been exhausted and has occasionally been replenished by a new printing.

During the last ten years the Academy has endeavored with some success to secure more funds both for general purposes and for publishing. For the most part, this campaign has been conducted among its members in and about Boston.

Note. Hitherto the Academy has published comparatively few humanistic studies. This is solely for the reason that a far larger number of scientific papers have been presented for publication. Recently, however, this preponderance of scientific material has begun to decrease, so that in 1930 more than half of the *Proceedings* were humanistic in character. The intent is that humanistic contributions will appear regularly in the future. There is at present manifest within the Academy a strong desire to increase the number of Fellows so that there may be as many representatives of the

humanities as of the sciences, and to give a corresponding development to the publication of humanistic material. Because of the comparatively small part played by such studies hitherto, the publishing activity of the Academy, though noted here, was not treated in detail in the preceding survey.

AMERICAN ANTIQUARIAN SOCIETY

The Antiquarian Society has only one publishing fund amounting now to about \$32,000. But since in the present practice of the Society, the income from this fund is devoted to the publication of the *Proceedings* of the Society, which are issued periodically, its use does not fall within the scope of this survey.

The Society's other series of publications is known as its *Transactions*. The *Transactions* have been published at irregular intervals, and have generally consisted of one series of documents or a study rather longer than those published in the *Proceedings*. The last issue, Volume 12, 1911, was entitled *Royal Proclamations concerning America*, proclamations of the British Crown collected and edited with notes by the Librarian of the Society, Mr C. S. Brigham.

Both the *Proceedings* and the *Transactions* are distributed without charge to the members of the Society, of which there are at present 200. About 150 copies go by exchange to libraries, while generally fifty copies more are sold. So far, the Society has marketed its own publications, practically without advertising. In order to make its publications available to libraries of limited resources, it has kept the prices charged as close as possible to the actual cost of manufacture. A discount of twenty per cent. has been allowed to booksellers.

The expenses of publishing this last volume of the *Transactions* were paid out of the general funds of the Society. Since that time, however, the amount available from this source has been considerably diminished by the construction of a building to house the extensive library of the Society. It is therefore unlikely that the Society will be able to issue further volumes of its *Transactions* unless funds for that purpose are specially obtained.¹

¹ In view of this circumstance, and also of the fact that the Society's *Proceedings* may properly be classed as a periodical, the Society's publishing activity was not treated in detail in the foregoing survey.

The Mythology of All Races

- Volume I, *Greek and Roman*, W. S. Fox, pp. lxii, 354.
 Volume II, *Eddic*, J. A. MacCulloch, pp. x, 400.
 Volume III, *Celtic, Slavic*, J. A. MacCulloch, and J. Máchal, pp. x, 398.
 Volume IV, *Finno-Ugric, Siberian*, U. Holmberg, pp. xxv, 587.
 Volume V, *Semitic*, S. H. Langdon, In press.
 Volume VI, *Indian, Iranian*, A. Berriedale Keith, and A. J. Carnoy, pp. ix, 404.
 Volume VII, *Armenian, African*, M. Ananikian, and A. Werner, pp. viii, 448.
 Volume VIII, *Chinese, Japanese*, J. C. Ferguson, and M. Anesaki, pp. xii, 416.
 Volume IX, *Oceanic*, R. B. Dixon, pp. xv, 364.
 Volume X, *North American*, H. B. Alexander, pp. xxiv, 325.
 Volume XI, *Latin-American*, H. B. Alexander, pp. xvi, 424.
 Volume XII, *Egyptian, Indo-Chinese*, W. Max Müller, and Sir James George Scott, pp. xiv, 450.
 Volume XIII, *Index*, L. H. Gray, to be published shortly.

The following tabulation will show the present application of the funds raised as December 31, 1930:

John D. Rockefeller, Jr.....		\$20,000.00
Revolving publication fund received from the Carnegie Corporation November, 1924.....		5,000.00
From individual contributors.....		5,000.00
Costs of preparation and manufacture.....	\$30,542.53	
Costs of promotion and handling..	5,190.61	
Cost of insurance.....	306.72	
Loans to Marshall Jones Co.....	116.41	
Proceeds from sales.....		21,782.19
Interest.....		1,069.18
Cash on hand December 31, 1930..	16,695.10	
	<u>\$52,851.37</u>	<u>\$52,851.37</u>

Costs of preparation and manufacture, and sales, itemized:

Vol.	Date of issue	Size of edition	Costs of preparation and manufacture	Copies sold	Copies on hand	Proceeds from sales
II.	1930	2,000	6,101.88	641	1,359	2
IV.	1927	2,000	8,508.81	708	1,292	
V.			1,067.30 ¹			
VII.	1925	2,000	6,337.65	715	1,285	
VIII.	1928	2,000	7,411.45	938	1,062	
XIII.			600.00 ¹			
Unas- signed charges ³			515.44			
		8,000	\$30,542.53	3,002	4,998	\$21,782.19

The arrangements for the manufacture of the volumes in the series are in the hands of the Marshall Jones Company, but are subject to the approval of the general secretary⁴ of the Institute, who acts on its behalf as business manager of the Series. By the present contract, as stated above, the Marshall Jones Company also has charge of marketing the series, though the Institute has the right to undertake a sales campaign at any time, and can require the exchange of its volumes for an equal number of the volumes printed before the Institute became trustee for the fund.

During the time that the Institute had charge of the marketing, i.e., from January 12, 1925 to January 13, 1927, the expenses were \$3008.62, of which about \$2300.00 was chargeable directly to selling. One hundred and twenty-one sets were sold, and for the two volumes, VII and IV, which the Institute had printed, \$10,566.35 was received. Some of this business may have resulted entirely from personal efforts of Mr Marshall Jones. It is safe to say that at least \$9,500.00 of this amount was due to Institute efforts. As new volumes have been issued the Institute has received its return from these orders.

A discount of twenty per cent. in buckram sets and ten per cent.

¹ Partial expenditure only.

² Itemized proceeds are not available.

³ That is, surplus of paper etc. to be used in future volumes.

⁴ Though Professor Rollin H. Tanner, who has for a number of years served in this capacity, has now resigned, he has agreed to continue for the time being as Business Manager of the series.

logical Association. Monographs issued in this series will be numbered consecutively. Such monographs will range in length from fifty to five hundred pages, and will be issued in a format corresponding in style to the Associations *Transactions and Proceedings*, but will be differentiated by a different colored binding. The smaller monographs will be bound in thinner boards and thinner cloth, the larger in the same substantial manner as the *Transactions*. For the present, translations and dissertations will not be considered; preference will be given to the results of research or the tools of research, such as concordances and bibliographies, and possibly, in special cases, to texts. Likewise, preference will be given to studies which cannot be published commercially. For the present, only studies written in English will be considered. Material that is primarily pedagogical will not be eligible.

The Committee also established the procedure for selecting material to be published by the Association. Each manuscript will be read by two readers designated by the Committee. In case of disagreement, the manuscript will be submitted to a third reader, preferably an expert in the field. To secure conscientious reading, a small honorarium will be paid to the readers designated.

There follows a tabulation showing the status of the Association's publishing funds as of December 31, 1930:

Assessments from dues.....		\$3,317.54
Grant of the Carnegie Corporation received in February, 1928.....		5,000.00
Subvention to the Oxford University Press.....	\$250.00	
Administrative expenses.....	9.82	
Interest.....		452.49
Cash on hand, December 31, 1930..	8,510.21	
	<u>\$8,770.03</u>	<u>\$8,770.03</u>

At the meeting of the Association in December, 1930, the Committee on Monographs was authorized to accept for publication during 1931 a maximum of four manuscripts, and to proceed with their publication. The arrangements for printing these books are left in charge of the Committee; the Editor appointed for the series

is responsible for seeing manuscripts through press. The books when published will be sold through the office of the Association, which is in charge of the Secretary, who at present also serves as Editor. As Editor of the series, he will be compensated for his services, and such compensation will be included among other expenses which are chargeable to the Association's publishing funds.

At the December meeting, the Association also approved a form of contract proposed by the Committee. By the terms of this contract, the Association agrees to print a specified number of copies of the book in question, and to pay to the author a royalty of fifteen per cent. on receipts from sales after such time as the Association is reimbursed by sales for the total amount invested in the publication by the Association. The author is allowed twenty free copies of the book published, and has besides the privilege of purchasing as many more as he may wish at a discount of one third from the list price. The author assigns the copyright to the Association, and agrees to pay the costs of alterations from copy in excess of a specified proportion of the cost of composition.

ARCHAEOLOGICAL INSTITUTE OF AMERICA

The only publication fund which the Archaeological Institute has at present at its disposal was obtained for the most part especially for financing the publication of a series, *The Mythology of All Races*.

The series was begun by the Marshall Jones Company, Inc., of Boston before the war. The plan was conceived by Mr Marshall Jones of that company, and contracts were made with scholars selected by Mr Jones for the preparation of the volumes included. With the rise in manufacturing costs during the war, the Marshall Jones Company found itself unable to continue in publishing the series. A number of persons interested in the series, and convinced of its usefulness, formed a committee to insure its continuance, Professor A. F. West of Princeton University serving as chairman. This committee brought the enterprise to the attention of the Archaeological Institute, emphasizing the value of the series and the fact that there were then on file a large number of standing

in half-morocco sets has recently been allowed to members of the Institute; the usual discounts are allowed to booksellers, and to libraries. As has been mentioned above, for a time an effort was made to sell the series as a whole; but more recently, single volumes have been offered, though the effort has been maintained whenever possible to sell the series entire. There are at present on file about 560 continuation orders, most of them from libraries.

It will have been noticed that the grant of \$5,000 made to the Institute by the Carnegie Corporation of New York as a revolving publication fund, is the only portion of the funds secured for publishing the *Mythology of All Races* that is not returnable to the contributors. It will hardly be available for further use, however, unless the proceeds from the sale of the series are sufficient to meet all costs of manufacture and marketing; for the Institute clearly must meet its obligations to the contributors before caring for its own interests.

Accordingly, at present the Institute has at its disposal no funds which can be used for other publishing enterprises, though in recent years a number of proposals have been submitted to it for publishing archaeological material of importance and interest. For example, one of the schools founded by the Institute, the School of American Research at Santa Fé, in an effort to keep alive the native arts of the American Indians, has encouraged the performance of Indian dances at the annual fiesta held at Santa Fé. Native artists have made about a hundred colored drawings of these dances which not only record the costume and posture of the dancers, but also represent a development of native talent for drawing that is not without its own importance. Though the enterprise has not been officially considered, since such a consideration seems of little use in view of the fact that no funds are available, if a means of financing the publication of these drawings could be found, the Institute might undertake to publish them. It has been roughly estimated that this would require about \$20,000.

Other suggestions made to the Institute for the publication of material have been uniformly denied, and these projects have either been taken care of otherwise, or have been abandoned.

In the early days of the Institute, before the founding of the schools which are now associated with it, several series of *Papers*

were established, which were later taken over by the school in whose province the series fell. Thus for example, *Papers, Classical Series*, of which three issues were published from 1882 to 1890, have been supplanted by the publications of the American School at Athens and the Classical School of the American Academy at Rome. Similarly, in the early years of its activity, excavations undertaken by the Institute were reported in Institute publications, as for example, the Wolfe Expedition to Babylonia in 1884, 1885, or the excavations in the Troad, which were finally summed up in two volumes issued in 1902 and 1905, entitled *The Argive Heraeum*, by Charles Waldstein and a number of collaborators. But in recent years, beside the *Mythology of All Races* the publications of the Institute have included only its periodicals, the *American Journal of Archaeology*, and the *Bulletin* of the Institute, containing its annual reports.

SOCIETY OF BIBLICAL LITERATURE AND EXEGESIS

With its present limited resources, the Society of Biblical Literature and Exegesis can undertake only the publication of its *Journal*. Indeed, in publishing this *Journal* it has been necessary to practise every possible economy, to limit the amount of space allowed to contributors, and even to reject contributions otherwise acceptable which called for special type and skilled type-setting.

It has long been felt that since the Society embraces virtually all of the prominent representatives of the Biblical Sciences in America and Canada, it should as a body undertake and sponsor scientific projects possible only on the basis of coöperative effort. At the last meeting of the Society, for instance, it was proposed that the Society undertake the publication of a Dictionary of Hellenistic Greek. The members of the committee to which this project was referred were aware of the value and importance of the enterprise, but despaired of securing through the contributions of members sufficient funds for the successful completion of the work. The need for a census of Biblical manuscripts in the United States has also been mentioned. Moreover, it is evident that a goodly number of members of the Society are at present discouraged from production by the lack of facilities for publication, such as should be afforded them by the Society.

In this whole matter, the Society of Biblical Literature and Exegesis is in a very much less advantageous position than other groups of similar nature, though unquestionably it is able to boast of equally great opportunities and scholarship.

MODERN LANGUAGE ASSOCIATION OF AMERICA

The Modern Language Association has two funds at its disposal for the support of publication. The first, known as the Revolving Book Fund, was established by an unsolicited grant of \$5,000 made by the Carnegie Corporation of New York. The administration of this fund, which was received in October, 1926, was placed in the hands of a standing committee of the Association. In the By-Laws adopted by the Association in 1929, Section IV, it is specified that this committee, known as the 'Committee on the Revolving Book Fund,' shall consist of five members who shall hold office for five years, one being elected each year by the Executive Council of the Association. Furthermore, these five members must represent the departments of English, Germanic languages, and Romance languages. The function of the Committee is to 'have general charge of the selection of manuscripts and of publication under the fund.' Books published with the support of this fund appear in the Association's *Revolving Fund Series*.

Aside from the general rule of the Association that material to be eligible for any of its publications must be the work of a member of the Association, no fixed policies have been apparent in the administration of the fund. There has been a tendency, however, to exclude from publication in this *Revolving Fund Series* the results of intensive research, particularly when technical in nature.

The second fund, known as the Monograph Endowment Fund, was established by vote of the Executive Council in 1921 which appropriated for this purpose two funds accumulated by the Association together with Liberty Bonds bought by the Association. Since 1921, this endowment has been increased, till at the end of 1930 the fund had a book value of \$19,349.71, and a par value of a slightly over \$20,000. The sources from which this endowment was obtained are indicated by the following tabulation:

J. W. Bright Fund.....	\$1,697.84
Von Jagemann Fund.....	1,598.57
Liberty Bonds.....	600.00
Contributions from members.....	5,845.25
Other contributions.....	2,335.00
Appropriated from current funds.....	3,289.51
Income from the Endowment, 1921-1922.....	253.80
Transfer from the Monograph Expense Account	1,450.00
Profits of reinvestment.....	2,279.74
	<u>\$19,349.71¹</u>

It is to be noticed that this fund is not a revolving fund, but rather a permanent endowment, of which the income only is available for use. As such, it is entrusted with the other invested funds of the Association to its duly elected Trustees. In the books of the Association, income from this endowment is carried as the 'Monograph Expense Account,' from which are paid the expenses of publishing financed, and to which are added the proceeds from sales of books so published, together with any interest realized by investing the account in a savings bank. Books paid for from this account appear in the Association's *Monograph Series*.

The endowment, as invested at present, yields an annual income of \$1,050.50. Since in recent years, proceeds from sales and interest have amounted to about \$500, there should be available for use each year in the Monograph Expense Account about \$1,500.

Again, the By-Laws adopted in 1929, Section IV, provide for a standing committee, known as the 'Committee on the Monograph Series,' which consists of five members, serving each for five years, one being elected each year by the Executive Council, and representing (as in the case of the Committee on the Revolving Book Fund) the departments of English, Germanic languages, and Romance languages. It is the function of this Committee on the Monograph Series merely 'to select monographs to be published in the Series.' In the practice of the Association the responsibility for providing money to finance such publication rests with the administration. Indeed, for some years after the establishment of the Monograph Endowment Fund, it was necessary to lend the

¹ Of this sum, \$1,000 had not been deposited when the Association's accounts were closed on December 23, 1930.

Expense Account twenty-five cents from each member's annual dues in order to meet the expenses of manufacturing books accepted by the Committee. Subsequently, however, this loan from the general funds of the Association was repaid by an appropriation of \$3,000 from a grant of \$10,000 made by the Carnegie Corporation for special enterprises.

No definite policies with regard to the use of funds available in the Monograph Expense Account have been adopted. In fact, the use to which these funds are put depends solely on the judgment of the Committee on the Monograph Series, with the exception of two regulations, first, the general rule that material to be eligible for consideration must be the work of a member of the Association, and second, that no study which has been submitted for an academic degree can be considered. In practice, however, the Committee so far has selected only the results of intensive research of rather technical nature.

No particular attempt is made in the administration of either fund to restrict its use to the publication of material which might not otherwise appear. It would appear, however, since the returns from sales seem in only one instance likely to reimburse the fund for the expense of publication, that most of the material accepted would probably not have been published through commercial channels.

The Committee on the Revolving Book Fund and the Committee on the Monograph Series both have a similar procedure in selecting material for publication. Manuscripts are submitted to the secretary of the Association, who decides for which of the two series they may be more appropriately considered. The manuscript is then transmitted by him to the chairman of one of the Committees, by whom it is referred to the member of the Committee whose interests lie closest to the subject treated. If after due consideration the opinion of this member is favorable, a decision is reached only after the manuscript is read by all the members of the Committee. In the case of manuscripts considered for the *Revolving Fund Series*, the decision of the Committee is to some extent influenced by the amount of money available. As has been said, the Committee on the Monograph Series considers only the merits of the material presented, leaving the financial

provision for any material accepted to the administration of the Association.

All material accepted for publication before being sent to the printer is edited by the secretary of the Association. The Association has adopted no standard editorial usage.

Since 1926, the Association has issued seven publications in these series. No further publications are at present projected, though the committees in charge are constantly considering material submitted. There follows a list of the publications issued:

Revolving Fund Series

- | | |
|---|---------|
| No. 1, G. P. Krapp, <i>The English Language in America</i> ,
in two volumes, pp. xvi, 378, vi, 356..... | \$10.00 |
| No. 2, S. A. Tannenbaum, <i>Problems in Shakspeare's
Penmanship</i> , pp. xvi, 241, with fifty-seven illus-
trations, and a reproduction of Shakspeare's will... | 4.00 |
| No. 3, E. V. Weller, <i>Keats and Mary Tighe</i> , pp. xi, 334 | 3.50 |
| No. 4, R. C. Williams, <i>Bibliography of the Seven-
teenth-century Novel in France</i> (not yet published). | |

Monograph Series

- | | |
|---|------|
| No. 1, L. A. Paton, <i>Les Prophécies de Merlin</i> , edited
from MS. 593 in the Bibliothèque Municipale of
Rennes, in two volumes, pp. xl, 496, iv, 406..... | 9.00 |
| No. 2, E. M. Albright, <i>Dramatic Publication in Eng-
land, 1580 to 1640</i> , pp. vi, 442..... | 4.50 |
| No. 3, H. E. Allen, <i>Writings ascribed to Richard Rolle
Hermit of Hampole and Materials for his Biography</i> ,
pp. xvi, 568..... | 7.50 |

The following tabulation will serve to summarize the application of the Revolving Book Fund to December 23, 1930:

Grant from the Carnegie Corpora- tion of New York.....		\$5,000.00
Transfer to the Permanent Fund of the Association, the income from its investment to cover the cost of the administration of the fund...	529.15	
Costs of manufacture.....	9,224.81	
Proceeds from sales.....		6,076.23
Interest.....		411.79
Balance on hand, December 23, 1930	1,734.06	
	<u>\$11,488.02</u>	<u>\$11,488.02</u>

Costs of manufacture, and proceeds from sales, itemized:

Revolving Fund Series	Date of issue	Size of edition	Costs of manufacture	Copies sold	Copies on hand	Proceeds from sales
No. 1.	1926	2,475	\$5,387.94	1,162 ¹	1,234 ²	\$5,280.46
No. 2.	1927	2,579	2,212.75	195	2,493 ²	485.39
No. 3.	1928	2,750	1,624.12	150	2,368 ²	310.38
		<u>7,804</u>	<u>\$9,224.81</u>	<u>1,507</u>	<u>6,095</u>	<u>\$6,076.23</u>

The following tabulation will serve to summarize the application of the Monograph Expense Account to December 21, 1930:

Income from Monograph Endowment Fund.....		\$4,245.42
Appropriated from grant of the Carnegie Corporation.....		3,000.00
From the current funds of the Association, loan.....		2,591.67
From authors, for excess alterations, etc.....		587.68
Transfer to current funds.....	\$2,591.67	
Costs of manufacture.....	7,214.86	
Costs of promotion ³	222.75	
Transfer to Monograph Endowment Fund.....	1,450.00	
Proceeds from sales.....		2,296.74
Interest.....		219.04
Balance on hand, December 21, 1930	1,461.27	
	<u>\$12,940.55</u>	<u>\$12,940.55</u>

Costs of manufacture, and proceeds from sales, itemized:

Monograph Series	Date of issue	Size of edition	Costs of manufacture	Copies sold	Copies on hand	Proceeds from sales
No. 1..	1926	1,000	\$3,132.97	126	838 ⁴	\$666.33
No. 2..	1927	1,366	1,579.81	233	1,105 ⁴	624.10
No. 3..	1927	1,000	2,048.50	50 ⁵	741 ⁶	187.50 ⁵
			453.58 ⁴	177		818.81
		<u>3,366</u>	<u>\$7,214.86</u>	<u>586</u>	<u>2,684</u>	<u>\$2,296.74</u>

¹ This total includes 150 unbound copies sold to a British publisher; the Association's proceeds of this transaction are included in the proceeds from sales.

² Of these totals 1,059 copies of No. 1, 1,750 copies of No. 2, and 1,579 copies of No. 3 are unbound sheets.

³ Special advertising undertaken by the Association.

⁴ Excess charges, etc., borne by the author.

⁵ Copies purchased by the author.

⁶ Approximately.

The Association has a contract with the Century Company for the publication of books issued in the *Revolving Fund Series*. By this contract, the Association pays the cost of manufacture and ten per cent. additional to cover the Century Company's overhead. The proceeds are divided in specified proportion, the Association receiving the large amount, the Century Company, the smaller. The Century Company agrees to include the publications of the Association in its catalogues, its advertisements, and in published lists. After the Association has been reimbursed for the total amount it has advanced to meet the cost of manufacture and the charge for overhead, the Century Company pays a royalty of fifteen per cent. to the author, the remaining proceeds being divided between the Century Company and the Association in reverse proportion, the Association receiving the smaller part, and the Century Company the larger. The Century Company is not required to insure the stock of books in its possession. It allows customary discounts to dealers, figuring all returns to the Association on the basis of an average price between the list price and the wholesale prices. As will have been noticed from the tabulation summarizing the application of the fund, the expense to which the Association is put for its administration is covered by a transfer of \$529.15 to the Permanent (invested) Fund of the Association, the income from which is credited to current funds.

For the promotion of these books, the Century Company has prepared several descriptive circulars which have been sent by mail to persons who, as its records show, are likely to be interested. Indeed, about seventy-five per cent. of all the advertising undertaken to promote the sale of these books has been of this sort. Moreover, the Century Company regards it as expedient to send out a considerable number of copies for review, not only to learned journals, but also to newspapers, and special book review organs as the *New York Times Book Review*.

Publications in the *Monograph Series* are manufactured by the Association, but are sold through agents, in this case, D. C. Heath and Company for the United States, and Humphrey Milford, the Oxford University Press, abroad. These agents undertake no special promotion, but merely list the publications of the Association in their catalogues. In one case, the Association pays carriage

charges and a smaller commission; in the other, a larger commission which includes these charges. By the prevailing regulations, authors of books published in this series are allowed alterations to the extent of ten per cent. of the cost of composition without extra charge. Twelve copies of the book are allowed them free, with the privilege of placing in advance orders for not more than fifty additional copies at a discount of fifty per cent. Not more than twenty-four copies are allowed for review. Members of the Association are entitled to purchase publications in this series at a discount of one third. A discount of ten per cent. is allowed to libraries, and to dealers.

It has been felt recently, however, that rather more promotion is required to obtain an adequate distribution of these publications than is called for by the prevailing contracts. It will have been noticed in the summary of the application of the Monograph Expense Account that the Association has already spent \$222.75 for special promotion. By this expenditure it was possible to print and send out to libraries two thousand prospectuses calling attention to the *Monograph Series*, and inviting subscriptions to future issues, or the purchase of all past issues at the discount of ten per cent. allowed to libraries. As a result of sending out this prospectus the Treasurer reported to the Association at the meeting in December, 1929, (see the *PMLA*, Supplement, Vol. XLIX, [1929] p. xxiv) a material increase in sales over the previous year. Nevertheless, the Secretary at the meeting in December, 1930, reported that 'the sales of these Monographs, particularly in the United States, continue to be disappointingly small, indicating that the scholarly importance of these volumes has not yet been sufficiently impressed upon college and university libraries.'¹

AMERICAN HISTORICAL ASSOCIATION

In 1926, the Historical Association received from the Carnegie Corporation of New York grants totalling \$25,000, 'for the purpose of providing a revolving fund for publications.' The selection of material for publication with the support of this fund is entrusted to a committee, known as the 'Committee on the Carnegie Revolv-

¹ *PMLA*, Supplement, Vol. XLV (1930), p. xlvii.

ing Fund for Publication.' Financial arrangements connected with such publication are in the hands of the treasurer of the Association; bills are paid by him when approved by the chairman of the Committee. The unused part of the fund is invested by the treasurer with the other permanent funds of the Association.

It is the policy of the Committee on the Fund, as formulated by the present Chairman, Professor E. P. Cheyney of the University of Pennsylvania, to select for publication only the results of original investigation. The subject investigated must be significant, the treatment scholarly, and the presentation in good literary form. So far, no work shorter than 250 printed pages has been accepted.

The Committee believes that the terms of the Association's grant from the Carnegie Corporation do not allow the publication of other classes of subject matter, or even of the results of research when the subject investigated is restricted, or the investigation technical, or when the results will not fill a book of ordinary size. At present the Committee does not consider eligible for publication any doctoral dissertation, unless revised and developed into a mature study. The Committee has not been willing to contribute toward the expenses of books financed from other funds.

The Committee expects that the proceeds from the sales of books published, together with interest realized from the portion of the fund that is invested, will in some measure retard the exhaustion of the fund. Its present policy is to spend its capital freely as material becomes available for publication.

Though the Committee has no official policy with regard to not accepting books which might be published through the usual commercial channels, its members have frequently suggested to authors that before submitting their manuscript to the Committee they make an effort to arrange for its publication by some commercial publisher. The Committee does not favor coöperation with other publishing agencies to effect joint publication.

A manuscript to be considered for publication by the Association is submitted to the chairman of the Committee on Publication. By him it is referred to an expert outside the Committee for analysis and opinion, the expert being paid an honorarium ranging from \$25 to \$50. The manuscript is next sent to each member of the

Committee, together with the analysis and opinion of the expert. If the judgment of the Committee is in general favorable, the manuscript goes next to the publisher for an estimate of the cost of manufacture. When such an estimate has been obtained, the Committee makes its decision.

Since 1926 the Committee has considered twenty-four manuscripts. Of this number, nine have been accepted, four of them as originally submitted, five after revision suggested by the Committee or desired by the author. Of the ten manuscripts rejected, six were studies of subjects which the Committee judged not to be sufficiently large or significant; one was not well enough written; three were not original. Five are still under consideration. The Association has no specified editorial usage to which material accepted must conform. Most of the material submitted has however been in good form and ready for the press without editorial revision, though in some cases, the need of literary revision has been one of several reasons for rejecting or suspending judgment on manuscripts.

There follows a list of the nine books accepted:

L. J. Ragatz, <i>Fall of the Planter Class in the British Caribbean</i> , pp. xiv, 520.....	\$5.00
Ella Lonn, <i>Desertion during the Civil War</i> , pp. vii, 251..	3.00
W. A. Heidel, <i>The Day of Yahweh</i> , pp. xv, 565.....	5.00
F. R. Sanborn, <i>Origins of the Early English Maritime and Commercial Law</i> , pp. xxii, 424.....	4.00
Kathleen Bruce, <i>Virginia Iron Manufacture in the Slave Era</i> , pp. xiii, 482.....	4.50
E. M. Carroll, <i>French Public Opinion and Foreign Affairs, 1874-1914</i> , pp. viii, 348.....	3.00
Emily Allyn, <i>The House of Commons versus the House of Lords, 1832-1911</i> (not yet published).	
John K. Shryock, <i>The History of Confucianism as a State Religion</i> (not yet published).	
Nancy E. Swann, <i>Pan Chao, the Foremost Woman Scholar of China</i> (not yet published).	

The following tabulation shows the application of the fund on December 1, 1930:

Grants received from the Carnegie Corporation in September and October, 1926.....			\$25,000.00
Costs of manufacture.....	\$6,904.30		
Costs of promotion ¹	173.55		
Administrative expenses.....	591.73		
Interest.....		4,706.00	
Proceeds from sales.....		1,379.58	
Balance on hand December 1, 1930.	23,416.00 ²		
	\$31,085.58	\$31,085.58	

Costs of manufacture, and proceeds from sales, itemized:

Author	Date of issue	Size of edition	Costs of manufacture	Copies sold	Copies on hand	Proceeds from sales
Ragatz.	1928	1,048 ³	\$2,612.39	188	834	518.85
Lonn...	1928	1,343 ³	1,267.54	252	1,061	416.44
Heidel..	1929	1,295 ³	3,024.37	160	1,107	444.29
		3,686	\$6,904.30	600	3,002	\$1,379.58

The Association has a contract with the Century Company of New York, whereby the Century Company serves as publisher of books supported with this fund. By this contract (which is substantially the same as that prevailing between the Modern Language Association and the Century Company) the Association pays the cost of manufacture and ten per cent. additional to cover the Century Company's overhead. The proceeds from sales, which by a provision of the contract are calculated on an average price between the list price and the wholesale prices, are divided between the Association and the Century Company, the former receiving the larger amount and the latter, the smaller. This division prevails until such time as the Association shall have been reimbursed for the total amount it advanced to cover the cost of manufacture and overhead; then, the Century Company pays to the author a royalty of fifteen per cent. of the list price; royalties paid are deducted from the proceeds from sales (still calculated on a basis of an average price) and the remainder divided between the Association and the Century Company in reverse proportion,

¹ Special advertising undertaken by the Association.

² Bills for the fourth and fifth volumes had not been rendered at the end of 1930.

³ Only about 500 copies of each book have been bound.

that is, the former now receives the smaller amount, and the latter, the larger. The Century Company agrees to include publications of the Association in its advertisements, published catalogues, and lists, as it does its own publications. It assumes no responsibility for the stock of books which remains in its hands, but agrees to insure it if so instructed by the Association, and at the Association's expense. The Association is allowed ten copies of each book published without charge, and has the right to purchase others at a discount of thirty per cent. on the condition that they are not to be resold. The Century Company allows the usual discounts to booksellers, but not to members of the Association, nor to libraries.

The Century Company promotes the sale of these books in much the same way as it does the publication of the Modern Language Association, that is, for the most part, by direct mail advertising. As will have been noticed from the tabulation summarizing the application of the fund, the Association has itself spent \$173.55 for special promotion. Of this amount, \$13.55 was for copies purchased for free distribution for purposes of advertising; the remaining \$160 was for special advertising in the *American Historical Review*, which is published for the Association by the Macmillan Company. This advertising was arranged because the Committee felt it desirable that some mention of the Association's publications in book form should appear in its *Review*, though by the prevailing contract the Century Company is not obligated to undertake such advertising. The administrative expenses indicated in this tabulation were exclusively expenses connected with the consideration of manuscripts submitted, clerk hire, compensation to readers, postage and carriage charges incurred in sending manuscripts from member to member.

Beside the Carnegie Revolving Fund for Publications, the Association has two other funds, which, though not given primarily for purposes of publication, are at present being used or may be used in part for that purpose.

The first of these funds, the Albert J. Beveridge Fund, with a present capital of \$85,000, was established by Mrs Beveridge as a memorial to her husband, the income to be used for historical research. At present, by vote of the Executive Council, the in-

come from the fund is devoted to the preparation of one or more volumes on materials illustrative of the state of public opinion in the United States before the Civil War. This work is being carried on under the direction of a committee appointed for that purpose. A volume is now being collected consisting of selected newspaper editorials and occasional unpublished correspondence showing the trend of public opinion in the South during the period of the secession movement. It is the present intention of the officers of the Association to finance the publication of this volume with part of the income from the fund.

The second fund, the Littleton-Griswold Fund, with a capital of \$25,000 was established by Mrs Griswold as a memorial to her father, William E. Littleton, and her husband, Frank Tracy Griswold, the income to be used for research in American History. The income of the Fund is being used at present for a project of research in early American legal history. No conclusion has yet been reached as to the form of publication, or the manner in which such publication may best be financed. It is hoped, however, by the committee in charge that its work may help to initiate an important series of publications in this field.

Previous to 1918, the Association out of its general funds financed the publication of a number of monographs which had been awarded the Justin Winsor Prize offered for monographs based on independent and original research in American History, or the Herbert Baxter Adams Prize, for monographs based on independent and original investigation in the history of the Eastern Hemisphere. Twelve such monographs were published from 1905 to 1917 in special series, known as the Association's Prize Essay Series. Volumes so issued were printed under the supervision of the secretary, and marketed by the Association. In the earlier years of this period several of the volumes published enjoyed a considerable sale. But as the costs of manufacture mounted, proceeds from sales were insufficient to cover the costs. In 1918 the rules governing the award of these prizes, which hitherto had admitted to consideration only unpublished material, were changed so that either unpublished or published material might be considered, it being expressly stipulated that the Association assumed no responsibility for the publication of the monograph to which the

prize was awarded. Accordingly, at that time the Prize Essay Series was discontinued.

There follows a list of the essays published, together with a tabulation of the costs and proceeds:

Title	Cost	Price ¹	Copies sold	Total Receipts
D. S. Muzzey, <i>The Spiritual Franciscans</i> (1905).....	\$200.18	\$0.75	245	\$173.00
E. B. Krehbiel, <i>The Interdict: its History and its Operation</i> (1907).....	292.93	1.00	617	615.71
C. E. Carter, <i>Great Britain and the Illinois Country, 1765-1774</i> (1908).....	360.54	1.00	654	617.12
W. Notestein, <i>A History of Witchcraft in England from 1558 to 1718</i> (1909)....	826.40	1.00	701	773.40
E. R. Turner, <i>The Negro in Pennsylvania</i> (1910).....	564.78	1.00	504	449.54
L. F. Brown, <i>The Political Activities of the Baptists and the Fifth-Monarchy Men in England during the Interregnum</i> (1911).....	503.64	1.00	468	438.25
A. C. Cole, <i>The Whig Party in the South</i> (1912).....	702.35	1.00	692	549.38
V. Barbour, <i>Henry Bennet, Earl of Arlington</i> (1913).....	515.65	1.00	395	327.93
M. W. Williams, <i>Anglo-American Isthmian Diplomacy, 1815-1915</i> (1914)..	580.28	1.00	550	494.17

¹ A number of copies of each volume were sold at the cost of mailing merely, and the copies that remained were sold for the paper.

Title	Cost	Price	Copies sold	Total Receipts
T. C. Pease, <i>The Leveller Movement</i> (1915).....	803.58	1.00	356	337.09
R. J. Purcell, <i>Connecticut in Transition, 1775-1818</i> (1916).....	1,287.86	1.00	442	274.31
F. L. Nussbaum, <i>Commercial Policy in the French Revolution</i> (1917).....	779.26	1.50	63	60.30
	<u>\$7,417.45</u>		<u>5,687</u>	<u>\$5,110.20</u>

Attention should also be called to the *Annual Report* of the Association which is published by the Government Printing Office, the expense being met by a Congressional Appropriation which is included in the budget of the Smithsonian Institution.¹ The Association is allowed 2,000 copies. The Smithsonian Institution distributes the *Report* to foreign libraries and institutions, through the International Exchange Service, and the Superintendent of Documents distributes it to the depository libraries in this country. The *Report* usually contains from 1,000 to 2,000 pages and is generally printed in two volumes. In recent years, the second volume has been given over to the publication of *Writings on American History*² compiled by Miss Grace Gardner Griffin. The last issue of the *Report* is that for 1926, which appeared in 1930.

Various activities of the Association have in the past led to the publication of reports. Thus in 1899 the report of a committee appointed by the Association was published by the Macmillan Company, entitled, *The Study of History in Schools*. The Association received royalties on the sale of this book. Again, similar reports were published in 1908 by Charles Scribner's Sons, entitled, *The Study of History in the Elementary Schools*, and in 1912 by the

¹ For an account of the *Annual Report*, and its usual contents, see 'Activities of the American Historical Association, 1884-1920: Memorandum for the Committee on Policy,' by Waldo G. Leland, *Annual Report*, 1920, p. 75.

² For the history of this annual bibliography, which has been issued by the Association since 1906, see the Preface to the issue for 1921, by J. Franklin Jameson.

Macmillan Company another, entitled, *The Study of History in Secondary Schools*.¹

From 1906 to 1917 Charles Scribner's Sons issued as series, under the general editorship of Mr J. Franklin Jameson, entitled, *Original Narratives of Early American History*; this series was issued under the auspices of the Association but without expense. The general Editor made annual reports to the Association while publication was in progress.

For three years after the grant of the Carnegie Revolving Fund for Publications, the resources of the Association seemed fully adequate for the publication of such material as was presented and as the Committee deemed eligible under the terms of the Association's application to the Carnegie Corporation. Indeed, at the annual meeting of the Association in 1929, the report of the Secretary represented the Committee on this fund as disappointed that so few works of mature scholarship had been submitted (see *American Historical Review*, XXXV [1929-1930], p. 499). During the last two years, however, either because of wider knowledge of the facilities offered, or because of greater production, a much larger number of manuscripts have been submitted; and if these are accepted for publication, the fund will soon be approaching exhaustion. Also, as the experience of the Committee would seem to indicate, since it has been forced to decline to publish material submitted which, though otherwise acceptable, did not seem to the Committee to deal with subjects sufficiently large and significant to be eligible, there is a need for some provision for publishing studies shorter than two hundred and fifty printed pages, and rather more technical in nature, such studies, indeed, as might appear in a monograph series.

The Association's program for the use of the Endowment Fund of one million dollars, which it is now endeavoring to raise, includes, moreover, provision for publications of other sorts still, besides including further provision for publishing historical studies like those now being issued. There follow statements of the aims of the Association (as set forth in 1926) which concern publication:

¹ For an account of these and similar activities, see *Annual Report*, 1920, p. 78.

'The publication of a series of Studies in History including the results of the proposed coöperative research and such scholarly contributions to historical knowledge as cannot be brought out through the existing avenues of publication.'

'The improvement and expansion of the bibliographical services of the association, including the completion of a Bibliography of Travel in America, work on which has made considerable progress but has been suspended for want of funds; more adequate support of the invaluable annual Writings in American History; and the compilation of guides and calendars of archival material.'

'The completion and bringing up to date of the inventories of state and local archives compiled some years ago by the Public Archives Commission of the Association, completion and publication of an Archives Primer or guide to archival practices, and a constant campaign for greater care in the making and preservation of public records.'

'The publication of a systematic series of volumes containing source materials for American history, with a view to insuring the permanence of such materials and to making them readily available to scholars. Unofficial materials in the possession of individuals or private depositories will probably be selected in the main, but the careful editing and publication of a few volumes of documents from the national archives might serve to promote the more adequate publication of such material by the Government.'

Thus the Association has adopted officially a comprehensive programme of publication; but until the Endowment Fund is brought to the desired total, it will not have sufficient resources to put this programme into effect.

AMERICAN ECONOMIC ASSOCIATION

The Economic Association at present is not organized to publish books except in special instances. It has no funds at its disposal for this purpose.

During the last ten years, however, it has on several occasions issued special publications in the form of supplements to its journal, the *American Economic Review*. For example, in 1920 it issued as a supplement to the *Review* for December a study by R. M. Haig, *The Taxation of Excess Profits in Great Britain, A Study of*

the British Excess Profits Duty in Relation to the Problem of Excess Profits Taxation in the United States, a report prepared for the Association's Committee on War Finance. The publication of this report was financed with funds specially raised for the work of this Committee. Similarly in 1921, two essays which had been awarded Karelsen Prizes were printed as a supplement to the December issue; their publication was financed by a special contribution from a friend of the Association. Again in 1925, an essay awarded the Babson Prize was published in the supplement to the September issue; in this case, publication was financed by the gift made by Mr Roger Babson for the establishment of the Prize. Though these supplements are in a sense separate publications, since they are so closely related to the Association's periodical further consideration of them in this survey seems unnecessary.

Within the last ten years the Association has engaged in only one enterprise which really falls within the scope of this survey. In 1927 a special committee collected and edited a volume entitled *Economic Essays contributed in Honor of John Bates Clark* (pp. x, 368). These essays were published by the Macmillan Company of New York 'on behalf of the Economic Association.' The Macmillan Company undertook the book on the understanding that the Association would purchase at an agreed price one thousand copies for sale only to members of the Association. These thousand copies were purchased from the Macmillan Company at an expense of \$2,435.17. Besides this expense, promotion costs amounted to \$259.08, and the expenses of the committee which collected the essays to \$75.56, making the total expense, \$2,769.81. The book was offered to members of the Association practically at cost, \$2.65. Approximately 450 copies have been sold so far, there remains on hand a stock of 523 copies. The proceeds of sales have amounted to about \$1,200.00. The Macmillan Company pays the Association royalties on all sales made by the company outside the Association's membership at the retail price, \$4.00; to date, these royalties have yielded \$168.72. Since the copies purchased were paid for out of general funds, the proceeds from sales and royalties have been credited to current income.

It should be noticed also that the Association in the past has

participated in publishing volumes of essays. Thus in 1899, a volume collected and edited by a special committee of the Association, and entitled, *The Federal Census, Critical Essays by Members of the American Economic Association*, was published by the Macmillan Company of New York; and in 1900 a similar volume appeared, entitled, *Essays in Colonial Finance*, and published by the same company.

It would seem that in the field of economics there is on the whole adequate provision for publishing learned material. With the present general interest in economics, most meritorious manuscripts can be brought out commercially. Consequently, the Economic Association so far has not had to deal with the problem of providing for the publication of material which could not otherwise be published. The editor of its *Review*, however, has occasionally been forced to decline material otherwise acceptable, because the study in question ran to too great length. Provision is made in the *Review* for leading articles running from 6,000 to 10,000 words. But sometimes, manuscripts running to 20,000 words are submitted, which, though they are worth publishing, the editor is obliged to decline. Unfortunately such manuscripts are hardly long enough to publish commercially in book form. Some service, therefore, might be rendered if provision could be made for publishing such material as short monographs. But on the whole there seems no pressing need for more adequate provisions in this field.

AMERICAN PHILOSOPHICAL ASSOCIATION

The Philosophical Association has at present one fund for the support of publication. This fund was established by a grant of \$10,000 made by the Carnegie Corporation of New York, and given to the Association as a revolving fund for the publication of a series of source books in the history of the sciences. Though the grant was voted in November, 1927, it was not paid over to the Association till March, 1928, it being necessary in the meantime for a national organization of the regional Associations to be effected.

A plan for this series of source books had been previously elab-

orated by Professor Gregory D. Walcott of Long Island University, Brooklyn, N. Y. The series, as Mr Walcott conceived it, was to consist of eight or ten volumes, which were to appear as rapidly as possible. Each volume was to deal with a particular science from the Renaissance to the end of the nineteenth century. In the elaboration of this plan, Mr Walcott secured the assistance of an advisory board of seven philosophers and seven scientists.

Convinced of the usefulness of the series, Mr. Walcott interviewed a number of publishers in hopes of arranging for the publication of the volumes as they were prepared. But no publisher was found at that time who would undertake the series without a subvention to defray at least a part of the costs. In 1925, therefore, Mr Walcott applied to the Carnegie Corporation of New York for assistance. After some negotiations, it was suggested that the enterprise might profitably be placed under the auspices of the American Philosophical Association. Accordingly, Mr Walcott brought the matter to the attention of the Association, which in May, 1926, approved the plan, and appointed the philosophers on the Advisory Board, together with the General Editor, Mr Walcott, as Chairman, to serve as a committee of the Association in charge of the series. The grant of the Carnegie Corporation, after the Association's reorganization, was paid over to the treasurer. It is now held by a bank as a trust fund, with chequing privileges. In the meantime, in December, 1927, the American Association for the Advancement of Science had also approved the project, and had appointed the General Editor, and Professors Edwin G. Conklin of Princeton University and Harlow Shapley of Harvard University to represent the Association for the Advancement of Science, in coöperation with the Advisory Board. In February, 1928, the History of Science Society officially endorsed the enterprise. Endorsements have also been given by the American Anthropological Association, the Mathematical Association of America, the American Mathematical Society, and the American Astronomical Society, within their respective fields.

As soon as the grant of the Carnegie Corporation had assured the publication of the series, Mr Walcott sent to a number of newspapers a short statement of the enterprise. Shortly afterward, he was approached by the McGraw-Hill Book Company,

Inc., of New York, with regard to arrangements for publication. After some negotiations, this publishing firm, which had not been previously interviewed, agreed to undertake the publication of the series as a commercial venture. It was thereupon decided that the grant of the Carnegie Corporation should be devoted to the preparation of the material.

In the contract which prevails between the Association and the McGraw-Hill Company, the Association's part is that of the author. The Association agrees to furnish the manuscript, which is to be copyrighted in the publisher's name, and to bear the cost of author's alterations in excess of ten per cent. of the cost of composition. The publisher bears all other costs of manufacture and marketing, and further agrees to pay to the Association a royalty of ten per cent. of the list price on the first 2,500 copies sold, of twelve and a half per cent. on the second 2,500 copies, and fifteen per cent. on all other copies sold. At the same time, he obligates himself to offer an advance subscription price to members of scientific societies and others who may be interested, at a discount of approximately twenty-five per cent. from the list price, and to fill at this price all orders from such persons which are received prior to a definite date to be determined by mutual agreement.

As General Editor, Mr Walcott makes arrangements for the preparation of the volumes planned, usually in consultation with his Advisory Board. The expenses incurred by the editors of the individual volumes in the preparation of the material included are paid by the treasurer of the Association, after the bill rendered has been approved by a small committee of the Association, appointed for that purpose. No formal arrangement has been made to compensate these editors for their work. It is the General Editor's view, however, that when the royalties have made good to the fund the expenses incurred in the preparation of any volume, the excess royalties should go to the editor of that volume.¹ On the appearance of each volume, copies are purchased at the expense of the fund for free distribution to the members of the Advisory Board, who have contributed to the success of the undertaking.

¹ Since this paragraph was written, this disposition of excess royalties has been formally sanctioned by the Association.

For the most part, Mr Walcott leaves the arrangement of each volume to the editor selected, and to a small committee appointed to advise him, making no special effort to bring the volumes into conformity with each other. Each editor is at liberty to include such material as seems best to him and to his advisors, always, however, within the general limits laid down for the series. All selections chosen are translated into English. Sometimes brief explanatory notes have been included.

So far, the following volumes have been issued:

Harlow Shapley and Helen E. Howarth, <i>A Source Book in Astronomy</i> , pp. xvi, 412.....	\$4.00
David Eugene Smith, <i>A Source Book in Mathematics</i> , pp. xviii, 701.....	\$5.00

One other volume is now in preparation, *A Source Book in Physics*, by Professor W. F. Magie of Princeton University. Two more have been arranged for: *A Source Book in Chemistry*, by Professor Frederick Barry of Columbia University; and *A Source Book in Botany*, by Professor R. A. Harper of Columbia University.

There follows a statement of the status of the revolving fund granted by the Carnegie Corporation, as of December 31, 1930:

Grant of the Carnegie Corporation, received in March, 1928...		\$10,000.00
Costs of preparation.....	\$2,427.24	
Administrative expenses.....	125.00	
Royalties.....		1,401.60 ¹
Interest.....		745.01
Cash on hand, December 31, 1930..	9,594.37 ¹	
	<u>\$12,146.61</u>	<u>\$12,146.61</u>

Costs of preparation and royalties, itemized:

Author	Date of issue	Size of edition	Expenses	Copies sold	Copies on hand	Royalties
Shapley..	1929	2,500 ²	\$1,500.00	1,544	850 ³	\$565.90
Smith..	1929	2,700 ²	927.24	1,839	800 ³	835.70
		<u>5,200</u>	<u>\$2,427.24</u>	<u>3,383</u>	<u>1,650³</u>	<u>\$1,401.60</u>

¹ Of these amounts, \$172.20, representing royalties due on sales, was not paid over till February, 1931.

² These figures represent two printings; the first printing in each case was of 1,500 copies.

³ Approximately.

Aside from this series, the Philosophical Association does not engage in publishing books. So far it has not considered officially what sort of publishing activity it might undertake. In the opinion of some of its officers, however, there is a need for providing for the publication of technical monographs of moderate size, and of the tools of research, such as a yearly index of philosophical writings. But at present, no particular attempt is being made to secure funds for these purposes.

AMERICAN ANTHROPOLOGICAL ASSOCIATION

The only publications issued so far by the Anthropological Association which fall within the scope of the present study are the volumes in its *Memoirs*. The first twenty-eight *Memoirs*, each comprising a separate study of substantial length, were collected into six volumes. After the completion of Volume VI, however, it was decided to issue future parts separately, assigning to each a serial number, and considering the twenty-eight parts already published as Numbers 1 to 28. To date, thirty-seven *Memoirs* have been issued. The present account will confine itself to a consideration of the last nine, which have appeared since 1919.

In some cases, the publication of these *Memoirs* has been financed from the general funds of the Association. In others, the funds needed have been secured by special contributions from the authors or from persons interested. In one case, the Central States Branch of the Association made a contribution toward the publication of a *Memoir* in which it was particularly interested. The Association also has one publication fund, known as the Royalty or Memoir Fund, which may be used for publishing *Memoirs*. In 1927, a number of anthropologists collaborated in the compilation of a book, *American Indian Life*, which was published by the Viking Press of New York. The collaborators, all members of the Association, decided to make over to the Association all royalties due them on the sale of this book, to be used as a fund for publishing *Memoirs*. Since June, 1927, the Association has received from this source a total of \$144.97. Of this amount, \$123.35 has been applied to the publication of *Memoirs*.

It is at present the custom of the Association to have made up each year a budget for the allotment of its general funds. By a provision, recently adopted, this budget must be placed in the hands of the Publication Committee at least two months before the Annual Meeting at which it will be presented for adoption. Unless special arrangements can be made for meeting the expense of publication in other ways, the amount of material which can be published in the *Memoirs* in a given year is controlled by the allotment for that purpose in the budget.

The Publication Committee mentioned above is appointed by the president of the Association, with the editor of the Association as its chairman. The Committee selects material for publication, and has charge of all arrangements for manufacture and sale. Manuscripts are submitted to the editor, who in cases of doubt refers them to experts for an opinion.

The Anthropological Association is closely allied with two other organizations of similar interests, the American Ethnological Society, and the American Folklore Society, both of which issue publications similar to the *Memoirs* of the Association. In general, the Ethnological Society devotes itself to the publication of texts which, though primarily of interest to ethnologists, are of use to anthropologists. The Folklore Society publishes both folkloristic texts and studies, which likewise are useful for anthropological work. The publication policy of the Anthropological Association is thus to some degree determined by the interests of these societies of allied interests; generally speaking, the Association publishes anthropological material which does not fall especially within the field of these other two societies.

At present it is not particularly difficult to find a commercial publisher willing to publish anthropological studies of general interest. Consequently, the Association has not needed to enunciate any policy with regard to publishing material which might not otherwise appear: since the Association pays no royalties, an author with material that is acceptable to a commercial publisher ordinarily secures its publication commercially.

Similarly, it has not yet been necessary to formulate any policy with regard to publishing dissertations. At present, most anthro-

pological dissertations can conveniently be brought out in one of the numerous series of publications issued by museums. If a dissertation is submitted to the Association for publication, it is considered merely on its merits.

The Association has an editorial usage to which material published in its *Memoirs* is made to conform.

There follows a list of the *Memoirs* issued since 1919:

No. 29, Ruth F. Benedict, <i>The Concept of the Guardian Spirit in North America</i> , pp. 97.....	\$1.25
No. 30, E. M. Loeb, <i>The Blood Sacrifice Complex</i> , pp. 40.....	1.10
No. 31, Elsie C. Parsons, <i>The Scalp Ceremonial of Zuñi</i> , pp. 42.....	2.00
No. 32, Elsie C. Parsons, <i>A Pueblo Indian Journal</i> , pp. 123.....	1.50
No. 33, Esther S. Goldfrank, <i>The Social and Ceremonial Organization of Cochiti</i> , pp. 129.....	1.50
No. 34, Noel Morss, <i>Archaeological Explorations on the Middle Chinlee</i> , pp. 42.....	.60
No. 35, Charlotte D. Gower, <i>The Northern and Southern Affiliations of Antillean Culture</i> , pp. 60.....	.75
No. 36, Elsie C. Parsons, <i>The Social Organization of the Tewa of New Mexico</i> , pp. 309.....	3.75
No. 37, Ssu Y. Liang, <i>New Stone Age Pottery from the Prehistoric Site at Hsi-Yin Tsun, Shansi, China</i> , pp. 78.....	1.00

The following tabulation will summarize the financing of these *Memoirs* to December 31, 1930:

From general funds.....	\$478.22	
Royalty Memoir Fund.....	144.97	
From contributions by authors.....	4,697.81	
Special contributions.....	548.03	
From the Central States Branch.....	200.00	
Costs of manufacturing and handling \$6,047.41		
Proceeds from sales.....	174.20	
Balance, Royalty Memoir Fund.....	21.62	
Return to general funds.....	174.20	
	<u>\$6,243.23</u>	<u>\$6,243.23</u>

Costs of manufacture and handling, and proceeds from sales, itemized:

Number	Date issued	Size of edition	Costs of manufacturing and handling	Copies sold	Copies on hand	Proceeds from sales
No. 29.....	1923	800	448.03	30	14	\$36.00
No. 30.....	1924	800	193.27	22	3	24.20
No. 31.....	1925	800	296.07	17	0	12.40
No. 32.....	1926	1,000	723.24	27	127	40.50
No. 33.....	1927	925	749.05	16	21	24.00
No. 34.....	1927	925	360.07	26	56	15.60
No. 35.....	1927	995	261.85	12	110	9.00
No. 36.....	1930	1,100	2,306.11	2	92	7.50
No. 37.....	1930	1,100	709.72	5	143	5.00
		<u>8,445</u>	<u>\$6,047.41</u>	<u>157</u>	<u>566</u>	<u>\$174.20</u>

The *Memoirs* are distributed free to all members of the Association. This membership, which now totals about 900, includes a number of institutions; no distinction is made between individual and institutional members. At present, all sales are handled by the treasurer's office. The Association undertakes no systematic advertising of its publications aside from the price-lists which appear on the covers of its journal, *The American Anthropologist*. An effort is made in the course of correspondence whenever possible to call attention to the publications which are available. The treasurer employs the services of an assistant; the expenses of his office are at present about \$600.00 annually, of which only a part goes for expenses connected with publication. A discount of ten per cent. is allowed to booksellers.

At the meeting of the Association in December, 1929, it was voted to instruct the Publication Committee to make inquiries into the possibility of securing an agent who would be responsible for the promotion of the sale both of the *American Anthropologist* and of the *Memoirs*. So far no further action has been taken with regard to this possibility.

In March, 1930, the American Council of Learned Societies, granted the Association the sum of \$2,000 for an index to the *American Anthropologist* Volumes 1 to 11 in the Old Series, and volumes 1 to 30 in the New Series; the index was to include also *Memoirs* issued through 1928, and two volumes, entitled *Current*

Anthropological Literature, issued by the Association in 1913 and 1914. The sum granted by the Council of Learned Societies was obtained through the generosity of the Carnegie Corporation of New York. In making the grant, the Council stipulated that the Association should bear any costs of publication exceeding the amount of the grant, and should apply any balance to the publication of indices to future publications. Consequently the grant is carried on the books of the Association as a revolving fund, the balance on hand being invested in a savings account. It is the intention of the Association to issue indices in the future at regular intervals.

The first index (pp. vi, 193) appeared in the latter part of 1930. The 1,225 copies printed cost \$922.02; clerical assistance and other expenses brought the total cost to \$992.79, leaving a balance on hand of \$1,007.21. Like the Association's *Memoirs*, the index was distributed free to members of the Association. The copies which remain after such distribution are sold through the office of the Treasurer, at a price of \$2.00. Three copies have been sold so far; a stock of about three hundred copies is on hand.

The Association clearly is in need of more funds for the support of publication. At present, it is able to publish its quarterly, the *American Anthropologist* only by exercising certain economies, as for example, curtailing the number of illustrations unless the expense of preparing them is borne by the author. As a result, important papers are often refused on account of the cost of illustrations. Besides, there are a number of papers too long for the *Anthropologist* which await publication in the *Memoirs* when funds are available. But with the present resources of the Association, there seems little likelihood of their being published in the near future.

AMERICAN POLITICAL SCIENCE ASSOCIATION

At present the Political Science Association sponsors no publication of the sort with which this survey is concerned. The Association, however, has carefully investigated what it might be able to accomplish in publishing, if it had sufficient resources at its disposal.

This investigation was a part of the study conducted by a Committee on Policy, appointed in 1926, 'to survey the field of political science activity, to analyze the part now played therein by the Association, and to make recommendations as to ways in which the Association might be made to contribute more significantly to the solution of the problems of government, politics, and administration which admittedly are so closely related to the welfare of this and other peoples.' The report of the Committee was adopted by the Association at its Annual Meeting in 1929. It was published together with twelve appendices, in a supplement to *The American Political Science Review*, for February, 1930, (Vol. XXIV, No. 1).

The part of the report which deals with publication is to some extent based on a study made by Professor John A. Fairlie of the University of Illinois, an account of which, entitled 'Facilities for Publication in the Field of Political Science,' is published in Appendix VI (pp. 80 to 126).

As a result of Mr Fairlie's study and of the Committee's investigation, two definite needs appeared, first, of a means of publishing the results of continued and constructive research requiring more space than is generally available in periodicals, bulletins, or proceedings; and second, of making more available public documents and information on the work of government.

The principal recommendation of the Committee was for the appointment of a standing committee on policy, with a sub-committee (among others) on publication. This sub-committee should,

- (1) Consider the proper scope and contents, the frequency of publication, the translation and editing, and other matters connected with the publication, as a supplement to the *American Political Science Review* or otherwise, of a public document series to include recent constitutions and constitutional amendments, organic and electoral laws, and other important statutes, state papers, and documents not now readily and promptly available to scholars.

- (2) Make definite plans for the publication from time to time of important research monographs in the field of political science which now do not find publishers because of their technical nature and limited appeal, and in this connection

consider the best and most economical ways in which such monographs can be made available to scholars and others.

(3) Consider the feasibility of publishing an annual or biennial digest of state legislation of special interest to students of government and to those engaged in the actual work of government.

(4) Coöperate with the other sub-committees of the committee on policy in planning for the publication and distribution of research reports, materials for adult education, and any other materials which may have been prepared under their auspices [pp. 21 and 22].

In order to make possible the activity recommended, the Committee concluded that, 'in addition to the present budget of the American Political Science Association, which is sufficient to carry present activities but no more, the Association should endeavor to raise' annually for five or seven years an additional \$22,500, of which \$5,000 should be 'for publication of research monographs and similar materials, say five a year at about \$1,000 each,' and \$2,500 'for the publication of the document series previously noted, and for editorial expenses, translations, etc., in connection therewith.'

In December, 1930, the Carnegie Corporation of New York, acting on an application submitted by the officers of the Association, granted the Association the sum of \$15,000 annually for four and a half years, to be used in carrying out a number of the plans included in the report of the Committee on Policy. These grants are to be used, however, mainly for the promotion of research and for experimentation in the field of political education, and only in small and incidental ways for publishing.

The present Committee on Policy's Sub-committee on Publication has nevertheless taken the initiative in mapping out a comprehensive publication policy for the Association, and expects to seek funds for its execution. The Sub-committee is at present considering the desirability of three series, first, of political science monographs, second, of reprints of political science classics, and third, of political science documents. It will shortly send¹ to all non-

¹ This inquiry was sent out in March, 1931.

institutional members of the Association a questionnaire asking for their opinion of the desirability of these series, and also for concrete suggestions as to material worthy of publication by the Association.

As soon as results of this inquiry are available, the Sub-committee expects to consider further plans for publishing by the Association, and to make an effort to obtain the funds needed to put into effect the plans that are adopted.

BIBLIOGRAPHICAL SOCIETY OF AMERICA

The Bibliographical Society is at present engaged in only one publishing enterprise of the sort with which this survey deals. Since 1925 it has prepared and published in parts a continuation of Joseph Sabin's *Dictionary of Books relating to America*. After the death of Mr Sabin in 1882, the Dictionary was published by his son and was edited by Mr Wilberforce Eames until 1892. Increasing responsibilities prevented further attention to this by Mr Eames, whose work was entirely voluntary and without financial recompense. In 1924 the American Library Association appointed a committee to study the problem of a continuation with Mr E. H. Anderson as chairman, Mr V. H. Palsits, as secretary, and Messrs R. R. Bowker, Worthington C. Ford, Andrew Keogh, Azariah S. Root, J. I. Wyer, Jr, as the other members. In 1925 this committee was discharged and the task was turned over to a committee of the Bibliographical Society with Mr H. M. Lydenberg, as chairman, and Messrs Andrew Keogh, Isadore G. Mudge, Victor Hugo Palsits, and James I. Wyer, Jr, as the other members.

In 1925, upon application by the Society, the Carnegie Corporation of New York granted the Society the sum of \$7,500, to establish a revolving publication fund. In the present practice of the Society, this fund is devoted to the publication of parts of the *Dictionary*. Other contributions have been obtained from members of the Society and from others, and in January, 1930, the American Council of Learned Societies made a grant of \$5,000 to the Society for this purpose.

The following tabulation will indicate the application of these funds:

Grant of the Carnegie Corporation received in January, 1925.....		\$7,500.00
Contributions.....		11,750.00
Grant of the A. C. L. S.....		5,000.00
Salaries to research assistants.....	\$17,196.92	
Supplies, etc.....	657.77	
Costs of manufacture.....	4,387.31	
Proceeds from sales.....		6,928.34
Interest.....		1,517.24
Cash on hand, December 31, 1930.	10,453.58	
	<u>\$32,695.58</u>	<u>\$32,695.58</u>

Costs of manufacture, itemized:

Part No.	Size of edition	Cost of manufacture
117.....	500	\$522.05
118.....	540	498.62
119.....	550	494.80
120.....	535	554.10
121.....	500	539.00
122.....	500	511.85
123.....	500	511.86
124.....	500	511.86
Reprint of a portion of No. 117.....		177.87
Unassignable.....		65.30
	<u>4,125</u>	<u>\$4,387.31</u>

Each of these parts contains about ninety-six pages. Approximately 283 copies of each part remain in stock.

The arrangements for printing are in the hands of the supervising committee. The parts are issued as material is prepared, and are sold by the Society at \$4.00 a part, plus postage. No discounts are allowed from this price. Orders are accepted on a continuation basis for the entire series, 209 such orders being now on file.

Some time ago the Society took part in another project of publication. In 1916 a committee of the Society compiled a *Census of Fifteenth-Century Books owned in America*. This *Census* was published first serially in the *Bulletin* of the New York Public

Library. Subsequently it was reprinted separately by the Library, which sold a hundred copies of this separate reprint to the Society for sale to its members. These copies were quickly disposed of, and the proceeds of sales were applied to expenses of preparation which were still unpaid. The balance remaining was returned to the Society.

This balance, amounting to \$512.13, was then set aside as a fund for the preparation and publication of an index to the *Papers* of the Society, its periodical publication. This index has been prepared and kept up to date from year to year. It will shortly be published in book form, and the balance of this fund now on hand, \$484.36, will undoubtedly be applied to the expense.

At present the Society has formulated no plans beyond continuing to publish the parts of Sabin's *Dictionary* as they are ready. Its officers feel that there is an urgent need, however, of extending its activity in the field of publication. But at present, the Revolving Publication Fund received from the Carnegie Corporation must be devoted entirely to the *Dictionary*.

AMERICAN SOCIOLOGICAL SOCIETY

The only publications issued at present by the Sociological Society are its two periodicals, the *American Journal of Sociology*, which appears bi-monthly, and the *Publication of the American Sociological Society*, which appears quarterly.

So far the Society has not considered issuing publications in book form. It knows, however, of a number of monographs which it thinks worthy of publication, but which have been refused by publishers as unlikely to prove sufficiently profitable for commercial publication. It seems probable, consequently, that the Society will shortly have to consider some remedy for this situation.

HISTORY OF SCIENCE SOCIETY

In April, 1929, the Carnegie Corporation of New York granted to the History of Science Society the sum of \$7,500, with which the Society, in accordance with the terms of its application to the Corporation, established a fund, called the Revolving Book Fund.

The administration of this fund, by vote of the Council of the Society, was vested in a Committee on Publications to be appointed by the president of the Society. It is the policy of the Society, as summarized by Mr Frederick E. Brasch, the Secretary of this Committee, to publish by means of this fund material on the history of science, which though of scholarly character, and scientific importance, would have no great commercial value. The Society has no preference for any particular class of material, but is quite willing to consider, texts, translations, the results of research, or syntheses of existing information, on their own merits, whether submitted by members of the Society or by others.

In view of the terms of the Society's application to the Carnegie Corporation, it appears doubtful to Mr Brasch if the publication of books which might be expected to yield a profit should be undertaken with the support of this fund. Indeed, it is likely that the Society would not undertake the publication of any manuscript until its author had attempted unsuccessfully to arrange for its publication through the usual commercial channels. At present, the Society is cooperating with the Columbia University Press in the publication of a book which otherwise the Press could not undertake.

So far no regular procedure for considering material submitted for publication has been established. The manuscript of the book referred to above, was accepted by the Committee on Publication on the recommendation of two officers of the Society.

The Society has granted \$500 to the Columbia University Press toward the publication of this book, *The Effect of the Black Death on the Intellectual Life of Europe*, a Columbia University dissertation, by Miss Anna Campbell. This grant was made with the understanding that the Society will be reimbursed by a royalty of ten per cent. on all sales until such time as the Press has reimbursed itself for its investment in the publication. The Society will then receive the net proceeds from sales until repaid for its investment, after which the entire returns, less a royalty of twenty per cent. to the author, go to the Press.

There follows a tabulation which summarize the application of the fund as of December 16, 1930:

From the Carnegie Corporation of New York, received in April, 1929.....		\$7,500.00
Subvention to the Columbia University Press.....	\$500.00	
Administrative expenses.....	25.00	
Interest.....		283.67
Balance on hand, December 16, 1931..	7,258.67	
	<u>\$7,783.67</u>	<u>\$7,783.67</u>

It is not yet certain whether the Society will pursue the policy of publishing in coöperation with other agencies. Unless some such arrangements can be made, however, its present fund may not long be sufficient to meet its needs; for at present, two other manuscripts are being considered, which, if undertaken by the Society alone, would involve charges that would almost deplete the fund.

LINGUISTIC SOCIETY OF AMERICA

For purposes of publication, the Linguistic Society has only one fund, amounting at present \$1,700. This fund was obtained by a grant of \$1,500 from the American Council of Learned Societies, and by an appropriation of \$200.00 from the general funds of the Society, for the purpose of publishing the first of a series of volumes on the Vedic Variants, which was published in December, 1930. The receipts from the sale of this first volume will be available for the publication of a second. But for the publication of the entire series of nine volumes, it is estimated that subventions of about \$10,000 will be required. An attempt is now being made to raise this sum by general contribution.

Publication in the Society's two series, the *Monograph Series* and the *Dissertation Series*, is financed by special arrangement in each instance. The expenses of manufacturing volumes in the *Monograph Series* have been defrayed sometimes by a subvention from the author together with an appropriation from the general funds of the Society, and sometimes by a subvention from the author only. The expenses of manufacturing volumes in the

Dissertation Series have in all cases been borne entirely by the authors. Publications in both series (and the quarterly journal, *Language*, also) are distributed at the Society's expense to its members, to subscribing libraries, and to certain foreign scholars. A substantial number of copies go to the author for his own use. The copies which remain are available for sale; but so far, the number of copies sold has been negligible. Any proceeds realized from sales go into the general funds of the Society.

It has been the practice of the Society to publish in the *Monograph Series* the results of research by members of the Society in subjects which are linguistic according to the Society's definition of the term. In certain cases, texts and translations have formed a part of the material published, but only when incidental to the linguistic research. It is noteworthy that a *Festschrift* of linguistic studies has been included in this series.

Dissertations, to be eligible for publication in the *Dissertation Series*, must similarly treat some linguistic subject, and further must have been accepted as a partial fulfillment for the degree of doctor of philosophy by some American university. The Society does not pass upon the scholarly merit nor upon the validity of the theses propounded in dissertations published. It reserves the right, moreover, of declining to publish any dissertation presented, without stating its reasons for so doing.

A manuscript to be considered for publication in the *Monograph Series* is submitted to the chairman of the Committee on Publications, which is elected by the Society. The chairman, who also serves as editor, accepts or rejects the manuscript with the advice of the other members of the Committee, and, in some cases, of a referee. If the manuscript is accepted, it is transmitted to the treasurer of the Society, who serves as business manager of its publications. When the treasurer has obtained an estimate of the cost of manufacture from the printer, he undertakes the necessary arrangements with the author. Finally, before going to press, the manuscript is returned to the chairman of the Committee on Publications for editorial revision to bring it in reasonable accordance with a standard usage which is maintained in all publications of the Society.

There follows a list of books published by the Society:

Language Monographs

No. 1, E. A. Esper, <i>Associative Interference</i> , pp. 47. . . .	\$1.00
No. 2, R. G. Kent, <i>Textual Criticism of Inscriptions</i> , pp. 76.	1.50
No. 3, F. A. Wood, <i>Post-consonantial W in Indo-European</i> , pp. 124.	1.50
No. 4, G. W. Small, <i>The Germanic Case of Comparison</i> , pp. 121.	1.75
No. 5, E. H. Tuttle, <i>Dravidian Developments</i> , pp. 40.75
No. 6, Edward Sapir, <i>Totality</i> , pp. 28.50
No. 7, Curme <i>Volume of Linguistic Studies</i> , pp. 178. . . .	2.50
No. 8, Klara H. Collitz, <i>Verbs of Motion in their Semantic Development</i> , about pp. 120.	

Language Dissertations

No. 1, R. N. Albright, <i>Vedic Declension of the Type vrkis</i> , pp. 25.60
No. 2, E. Yoder, <i>Position of Possessive and Demonstrative Adjectives in the Noctes Atticae of Aulus Gellius</i> , pp. 103.	1.25
No. 3, M. M. Odgers, <i>Latin Parens, its Meaning and Uses</i> , pp. 32.60
No. 4, M. W. Smith, <i>Studies in the Syntax of the Gathas of Zarathushtra</i> , pp. 160.	2.00
No. 5, L. G. Frary, <i>Studies in the Syntax of the Old English Passive</i> , pp. 80.	1.25
No. 6, A. J. F. Zieglschmid, <i>Zur Entwicklung der Perfektschreibung im Deutschen</i> , pp. 75.	1.25
No. 7, F. T. Wood, <i>The Accentuation of Nominal Compounds in Lithuanian</i> , pp. 90.	1.25

Special Publication

(Not included in the regular publications which are distributed to members, subscribing libraries, etc.)

The late Maurice Bloomfield and Franklin Edgerton, <i>Vedic Variants, I: The Verb</i> , pp. 340.	\$5.00
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Information with regard to manufacture and sale is presented in the following tabulation:

Monograph Series

Number	Size of edition	Cost of manufacture	Cost of distribution	Total cost	Copies sold	Copies in stock	Proceeds from sales
No. 1.	1,000	130.00	18.15	148.15	5	130	4.60
No. 2.	1,000	174.22	40.00 ¹	214.22	24	109	35.40
No. 3.	1,000	317.47	50.00 ¹	367.47	0	138	
No. 4.	1,050	287.35	58.00	345.35	1	102	1.40
No. 5.	1,000	112.38	30.00	142.38	0	110	
No. 6.	2,100	168.92		168.92	1	165	.50
No. 7.	1,400	1,273.15	20.14	1,293.29	0	132	
	8,550	\$2,463.49	\$216.29	\$2,679.78	31	886 ²	\$41.90 ³

Dissertation Series

Number	Size of edition	Cost of manufacture	Cost of distribution	Total cost	Copies sold	Copies in stock	Proceeds from sales
No. 1.	1,000	82.07	25.50	107.57	4	113	2.28
No. 2.	1,000	229.30	47.00	276.30	2	104	2.00
No. 3.	1,000	89.65	26.00	115.65	4	96	2.06
No. 4.	1,150	463.00	69.89	532.89	10	151	18.40
No. 5.	1,000	250.00	5.00 ¹	255.00 ¹	3	67	3.25
No. 6.	1,100	304.56	5.00 ¹	309.56 ¹	1	87	1.00
No. 7.	1,250	332.80	3.30	336.10	0	105	
	7,500	\$1,751.38	\$181.69	\$1,933.07	24	723 ²	\$28.99 ³

Vedic Variants

From the American Council of Learned Societies, received in February, 1930..		1,500.00	
Appropriation by the Society.....		200.00	
Contributions from members of the Society.....		12.00	
Cost of manufacture.....	1,237.92		
Costs of promotion and handling.....	257.15		
Proceeds from sales.....		203.71	
Due on sales.....		113.50	
Cash on hand or payable, December 31, 1930.....	534.14		
	2,029.21	2,029.21	

¹ Approximately.

² Over fifty copies of each of these publications are set aside for sale in complete sets of all the Society's publications.

³ These amounts do not include the proceeds of sales of these publications included in complete sets of the Society's publications.

Since only the first volume has been issued, in an edition of five hundred copies, the costs of manufacture and promotion and handling given above refer to that volume. The proceeds from sales and the amount due on sales represent the sale of eighty-seven copies. 387 copies remained in stock.

The regular distribution of Monographs and Dissertations by the Society may be indicated by the following table, which enumerates the recipients in this distribution as of December 31, 1930:

Members.....	448
Subscribing Libraries.....	134
Honorary members.....	15
Exchanges.....	64
Free list (foreign scholars).....	134
	<hr/> 795

All arrangements for manufacturing and distributing these publications are in the hands of the treasurer of the Society who serves without compensation. Prices are fixed by the treasurer, in consultation with the chairman of the Committee on Publications. A discount of twenty per cent. has been allowed to members and subscribing libraries on the purchase of publications of previous years. Sometimes the same discount has been allowed to booksellers in return for advertising. In the case of the first volume of the *Vedic Variants*, the only publication issued so far that is not distributed free to members and subscribing libraries, the following prices prevailed: to members and subscribing libraries, subscription price paid with order filed before a specified date, \$3.00, or, after publication, \$3.50; to others, subscription price, paid with order, \$4.00, or, after publication, \$5.00. The fact that eighty-seven copies of the book had been sold at the end of 1930, though it was not published till December, indicates that this offer stimulated the early sale to a considerable degree for a book of such special interest. Almost all advertising undertaken by the Society is done by mail; a list of books issued appears in each issue of the Society's periodical, *Language*.

It will be observed that all these volumes, with the single exception of the first volume of the *Vedic Variants*, have been published without the use of special funds. In the opinion of the officers

of the Society most concerned with this phase of its activity, it might realize an even greater usefulness if it had at its disposal funds which could be drawn on for the support of publication. The means of publishing the later volumes of the *Vedic Variants* are not yet assured. Proposals for publishing other similar studies will almost certainly come to the Society in the near future; one, indeed, has already been presented. Furthermore, it is desirable that the Society should be able to make more liberal appropriations for publishing studies in the *Monograph Series* than has been possible with only its general funds to draw on. Finally, it would be likewise desirable for the Society to make some contribution, as it cannot now do, toward the publication of dissertations which appear in the *Dissertation Series*.

MEDIAEVAL ACADEMY OF AMERICA

The Mediaeval Academy has two funds available for purposes of publication. The first of these, known as the Revolving Publication Fund, was obtained from two gifts of \$5,000 each, applied to the fund in accordance with the donors' wishes, and from other gifts, applied to the fund by vote of the Executive Committee. Since the establishment of the fund in 1926, it has been invested when not in use in a savings bank paying interest at five per cent; its total at present, with gains realized from interest, is \$11,974.85. The second fund, known as the Carnegie Revolving Publication Fund, was established by a grant of \$25,000 made by the Carnegie Corporation of New York in November, 1929. The portion of the fund not yet in use is invested in securities.

In general, the Academy, in selecting material for separate publication, considers only the merits of the work in question, and the distribution of the books published among its fields of interest. At the meeting of the Council of the Academy held in April, 1930, its policy was further elaborated by the adoption of the following statements:

1. That the Academy will publish no translations of works in Western European vernacular languages.
2. That the Academy will publish separately only manuscripts which exceed a minimum length of forty printed pages, or their equivalent in text and plates.

3. That the Academy will not ordinarily contribute to the support of the publications of the other institutions, though willing itself to serve as publisher on request by such institutions, sharing the expense as may be determined.
4. That the Academy will give preference to the publication of studies which, though not necessarily expensive, might not otherwise be published.
5. That the Academy will not undertake the publication of material which is available elsewhere in printed form, such as papers which have previously been published in periodicals that are generally obtainable.

Moreover, since that time, it has been decided tentatively by the Executive Committee that the Academy cannot for the present consider the publication of books in languages other than English; undoubtedly, exceptions will be made to this rule if circumstances warrant. Again, in one instance, it was voted by the Council to decline to consider for publication a dissertation until it had been accepted by the university to which it was to be offered in partial fulfillment of the requirements for the degree of doctor of philosophy.¹

Material to be considered for publication is submitted to the executive secretary, who in conference with the chairman and members of the Executive Committee selects the readers to whom it should be referred for an opinion on its merits. It is the Academy's custom to pay such readers an honorarium, of an amount determined by the length of the manuscript in question. When reports have been obtained from those readers, if they are in the main favorable, the executive secretary obtains estimates on the costs of manufacture from several printers. When both reports and estimates are ready and after some member of the Executive Committee or Council has read and approved the manuscript, the Executive Committee considers whether or not it can be published by the Academy.

Not infrequently the Committee has instructed the executive secretary to return the manuscript to the author for revision in accordance with suggestions put forward by the readers, sometimes

¹Since this paragraph was written both rulings have been formally adopted and added to the statements of policy previously authorized.

with an indication that the Committee would be willing to reconsider the manuscript after such revisions have been effected. All material published by the Academy is brought into reasonable conformity with the editorial usage adopted for its quarterly journal *Speculum* (see the 'Notes for Contributors' which appears at the end of each January issue).

Since 1926 the Academy has considered eighteen manuscripts for publication in book form, most of them since the announcement in November 1929 that the Carnegie Fund was available for use. Of this number, eight have been accepted; six were declined, five of them on the grounds that the treatment of the subject was inadequate; the other manuscript was returned to the authors with the suggestion that it might appropriately be submitted to another society to whose members it would be of more interest than to members of the Academy. Four manuscripts are now being considered. It should be added that tentative proposals for publishing numerous other manuscripts have been declined, since it was possible to determine from information furnished that for different reasons they were not eligible for consideration.

The Academy has a standard form of contract with the authors of books it publishes. By this contract the Academy allows the author twenty copies of his book free, with the right to purchase as many more copies as he may wish at a discount of a third. Moreover, when the proceeds from sales have been sufficient to reimburse the fund for the total amount invested in the publication in question, the Academy agrees to pay the author a royalty of fifteen per cent. on copies sold subsequently.

Two books have been published so far with the support of the Revolving Publication Fund:

- | | |
|--|---------|
| E. K. Rand, <i>A Survey of the Manuscripts of Tours</i> , in two volumes, Vol. I, pp. xxii, 245; Vol. II, pp. xv, plates CC..... | \$50.00 |
| C. H. Beeson, <i>Lupus of Ferrières as Scribe and Text Critic</i> , with a facsimile of <i>MS Harley 2736</i> , pp. x, 54, plates 218..... | \$12.00 |

A third book, *Greek and Syrian Miniatures in Jerusalem* by W. H. P. Hatch, to be published in April, 1931, will be financed by means of this fund.

The following tabulation shows the application of this fund as of December 31, 1930:

Gifts.....		\$11,200.00
Costs of manufacture.....	\$12,227.37	
Costs of promotion.....	994.78	
Costs of handling.....	447.59	
Costs of insurance.....	78.97	
Administrative expense.....	315.00	
Interest.....		774.85
Proceeds from sales.....		4,916.00
Cash on hand, December 31, 1930..	2,827.14	
	<u>\$16,890.85</u>	<u>\$16,890.85</u>

Costs of manufacture and proceeds from sales, itemized:

Author	Date of issue	Size of edition	Costs of manufacture	Copies sold	Copies on hand	Proceeds from sales
Rand....	1929	500	9,057.42	105	347	\$4,225.00
Beeson...	1930	500	3,169.95	77	373	691.00
		<u>1,000</u>	<u>\$12,227.37</u>	<u>182</u>	<u>720</u>	<u>\$4,916.00</u>

So far only one book has been published with the support of the Carnegie Revolving Publication Fund, *Genoese Shipping in the Twelfth and Thirteenth Centuries*, by E. H. Byrne, (pp. x, 159; 1930; \$2.75). Two other books, however, have been accepted, and will appear during 1931: *A Concordance of Prudentius*, by R. J. Deferrari and J. M. Campbell, and *Harunu'l Rashid and Charles the Great*, by F. W. Buckler.

It should be noted that the Academy has undertaken only a part of the expense of manufacturing the *Concordance of Prudentius*. By an agreement with one of its compilers, Mr Deferrari, the Academy undertakes the publication with the understanding that Mr Deferrari will defray all expenses of manufacture over and above \$3,000. The officers of the Academy, though recognizing fully the importance of making available so useful a work of reference, in view of the many other proposals before them, did not feel that the Academy could allot more than that amount for publishing the *Concordance*. By the existing agreement, the Academy is to be reimbursed for its investment first; after it is repaid for the total amount advanced, Mr Deferrari is to receive the net proceeds from sales till such time as he is reimbursed for his

expenditure. From that time on, the proceeds are to be divided in proportion to the amounts invested.

The following tabulation shows the application of this fund as of December 31, 1930:

From the Carnegie Corporation grant received November, 1929.		\$25,000.00
Costs of manufacture.....	\$868.21 ¹	
Costs of promotion.....	19.90 ¹	
Costs of handling.....	38.69 ¹	
Costs of insurance.....	2.81 ¹	
Administrative expenses.....	70.00	
Interest.....		1,553.36
Proceeds from sales.....		195.80 ¹
Cash on hand December 31, 1930..	25,749.55	
	<u>\$26,749.16</u>	<u>\$26,749.16</u>

Besides the publications issued with the support of these two funds, the Academy has served as publisher for two concordances, *A Concordance of Boethius* by Lane Cooper (pp. xii, 467; \$5.00), and *A Concordance to the Historia Ecclesiastica of Bede* by P. F. Jones (pp. x, 585; \$6.50). Both of these volumes were manufactured without expense to the Academy, the former with the support of the Hecksher Fund of Cornell University, the latter with the coöperation of the Concordance Society.² The stock of the completed books was turned over to the Academy, which agreed to market them, in each case paying to the author a royalty on all copies sold. There follows a statement of sales and expenses to December 31, 1930:

Royalties.....	\$730.25	
Costs of promotion.....	127.27	
Costs of handling.....	148.15	
Costs of insurance.....	95.35	
For special promotion.....		\$54.12
Proceeds from sales.....		1364.50
Cash, December 31, 1930.....	317.60	
	<u>\$1418.62</u>	<u>\$1418.62</u>

¹ These figures refer to the only volume published, Mr Byrne's *Genoese Shipping*. One thousand copies were printed, of which only 500 were bound. The book was published on October 15, 1930. On December 31, 1930, 85 copies had been sold and paid for, 843 copies remaining in stock.

² The title page reads, 'Published for /The Concordance Society/ The Mediaeval Academy of America.'

	Funds		Sources of Avail	
	Endowment Funds	Funds available for use	Grants from Foundations	Gifts from Individuals
Oriental Society:				
Nies Fund.....	10,000.00	4,792.72		
Revolving Fund.....		3,236.03		
Publication Fund.....		85.72		85.72
Philological Assn.:				
Revolving Fund.....		8,770.03	5,000.00	
Archaeological Inst.:				
Mythology of All Races.....		31,069.18	5,000.00	25,000.00
Modern Language Assn.:				
Revolving Fund.....		5,411.79	5,000.00	
Monograph Fund.....	19,349.71	7,464.46	3,000.00	
Historical Assn.:				
Revolving Fund.....		29,706.00	25,000.00	
Economic Assn.:				
Clark Essays.....		2,510.73		
Philosophical Assn.:				
Revolving Fund ²		10,745.01	10,000.00	
Anthropological Assn.:				
Memoir Account.....		6,069.03		5,390.81
Index Fund.....		2,000.00	2,000.00	
Bibliographical Society:				
Fund for Sabin ³		25,767.24	12,500.00	11,750.00
Index Fund ⁵		484.36		
History of Science Society:				
Revolving Fund.....		7,783.67	7,500.00	
Linguistic Society:				
Vedic Variant Fund.....		1,712.00	1,500.00	12.00
Monograph Account ⁶		2,679.78		2,463.49
Dissertation Account.....		1,933.07		1,751.38
Mediaeval Academy:				
Revolving Fund.....		11,974.85		11,200.00
Carnegie Fund.....		26,553.36	25,000.00	
Concordance Account ⁷				
Totals.....	29,349.71	190,749.03	101,500.00	57,653.40

¹ The figures used in this tabulation are those given in the accounts of each society. In order to make comparison as significant as possible, some adjustments have been made. Gross proceeds, expenses of marketing have been deducted to facilitate comparison. Charges for excess alterations, etc., paid by authors, have been deducted from the regular method of distribution; copies given to authors or sent for review are not included.

² The *Source Books in the History of the Sciences*, though actually published by the Association, since the costs of preparation have been met from its fund.

³ The parts of Sabin's *Dictionary* are treated as separate volumes.

⁴ Since net proceeds cannot be computed, in these cases, gross proceeds are given.

⁵ This fund was established from the proceeds of sales of the *Census of Fifteenth-Century* funds, in the absence of a more appropriate category, the fund has been credited to the

⁶ Part of the funds here credited to gifts from individuals actually came out of the support of publications issued in this series. The amount of these appropriations

⁷ These volumes were financed without expense to the Academy.

[B]
SUMMARY¹

Application of Available Funds								
Interest on capital or on income	Expenses of manufacture and administration	Number of Books Published	Copies Printed	Copies Sold	Copies Distributed Free	Copies on Hand Bound and Unbound	Net Proceeds from Sales	On hand and available for further use
4,792.72	2,791.44	1	553	81		409	152.43	2,153.71
105.88	3,130.15	2	1,000	235		639	882.42	988.30
								85.72
452.49	259.82	1						8,510.21
1,069.18	30,542.53	4	8,000	3,002		4,998	16,401.27	16,695.10
411.79	9,753.96	3	7,804	1,507		6,095	6,076.23	1,734.06
4,464.46	6,627.18	3	3,366	586		2,684	2,073.99	1,461.27
4,706.00	7,496.03	3	3,686	600		3,002	1,206.03	23,416.00
	2,510.73	1	1,000	450		523	1,109.64	
745.01	2,552.24	2	5,200	3,383		1,650	1,401.60	9,594.37
	6,047.41	9	8,445	157	7,600	566	174.20 ⁴	21.62
	992.79	1	1,225	3	900	300	6.00	1,013.21
1,517.24	22,242.00	8	4,125	1,672		2,264	6,928.34 ⁴	10,453.58
								484.36
283.67	525.00	1						7,258.67
	1,237.92	1	500	87		387	60.06	534.14
	2,679.78	7	8,550	31	5,565	886	41.90 ⁴	
	1,933.07	7	7,500	24	5,565	723	28.99 ⁴	
774.85	12,542.37	2	1,000	182		720	3,394.66	2,827.14
1,553.36	938.21	1	1,000	85		843	134.40	25,749.55
		2	1,750	289		1,358	993.73	317.60
20,876.65	114,802.63	59	64,704	12,374	19,630	28,047	41,065.89	113,298.61

trity. They consequently indicate the status of the funds treated at the end of 1930. ry. Thus, in cases where financial statements in the accounts of a society's activity with the proceeds from sales in other cases where only the net proceeds are known. ing costs. The number of copies distributed free are indicated only when this is the

Graw-Hill Book Company are here considered as publications of the Philosophical

Books owned in America. Since the cost of the copies sold was met out of general urce. ads, since the Society has in some cases made appropriations from its funds toward tt been reported, however.

Proceeds from sales, itemized:

Author	Date of issue	Size of edition	Copies sold	Copies on hand	Proceeds from sales
Cooper.....	1928	1,000	206	717	\$887.00
Jones.....	1929	750	83	641	477.50
		1,750	289	1,358	\$1,364.50

Arrangements for the manufacture and sale of the Academy's publications are in the hands of the Council, or, in the interim between Council meetings, of the Executive Committee appointed by the Council. Practical details are for the most part left to the executive secretary who receives a salary from the Academy; he devotes perhaps a quarter of his time to matters concerned with publication. Besides, there is a paid office secretary, about a third of whose time is given to handling orders, rendering bills, etc.

The Academy's stock of books is stored at the office of the Boston Mailing Company, which packs and ships orders transmitted to it from the Academy's office. This stock is insured against damage by fire to an amount equivalent to eighty per cent. of its replacement value.

All books published by the Academy are available to its members at reductions varying from ten to twenty per cent. of the list price. Discounts are allowed to booksellers, ranging from twenty per cent. to one third. The *Survey of the Manuscript of Tours* and the *Lupus of Ferrières* were offered in advance of publication at reduced subscription prices, and with excellent results: 73 copies of the former were ordered on subscription, and 58 copies of the latter.

These books are advertised for the most part by mail; only in a few instances when advertising space in periodicals has been made available by exchange for space in the Academy's periodical, *Speculum*, have advertisements been run in magazines, except for a regular page of advertising in *Speculum*.

Review copies are sent regularly to all important learned journals whose readers are likely to be interested in the book in question. Copies go besides to the *Times Literary Supplement*, *The New York Times Book Review*, etc. The two publications which were offered at subscription were announced in prospectuses; in the case of the *Survey of the Manuscript of Tours*, a sample plate

was sent out. For advertising, both printed and mimeographed material has been used. All books published are numbered serially as 'Publications of the Mediaeval Academy of America.'

In the spring of 1930 it was decided to establish a series to be supported with the Carnegie Fund, and to be known as *Mono-graphs of the Mediaeval Academy of America*. Mr Byrne's study, *Genoese Shipping*, was the first volume to appear in this series; Mr Buckler's *Harunu'l-Rashid* will be the second. Continuation orders for subsequent volumes will be accepted, but will not be solicited until several volumes have appeared.

At the time it received the grant from the Carnegie Corporation, the Academy sent out to over four hundred scholars known to be actively engaged in mediaeval studies a request for information with regard to manuscripts which would probably be submitted to the Academy for publication within the next two years. The person who furnished this information indicated about what date the manuscript would be submitted, and obligated himself to inform the officers of the Academy if other arrangements were made in the meantime. As a result of this inquiry, the Academy now has in its files information with regard to more than fifty such manuscripts. In view of the number of manuscripts soon to be submitted for publication by the Academy, it may be necessary before long either to augment its present resources, or to decline to publish for lack of funds some of the material presented.

[APPENDIX C]
SUMMARY OF COSTS, PRICES, AND SALES¹

Society and Author	Date of Issue	Size of Edition	Number of Pages	Manufacturing Cost	Cost per Copy	Cost per Page	Price per Copy	Price per Page	Price Pages per Dollar	Copies Sold
Oriental Society:										
Barton.....	1929	553	428	\$3,008.06	\$5.43	\$7.03	\$6.00	\$.014	71	81
Blake.....	1924	500	355	758.95	1.51	2.14	6.00	.017	59	87
Edgerton.....	1924	500	842	2,371.20	4.74	2.81	12.00	.014	71	148
Archaeological Institute:										
MacCulloch.....	1930	2,000	410	5,501.88	2.75	13.42	10.00	.024	42	641
Holmberg.....	1927	2,000	612	7,908.81	3.95	12.92	10.00	.016	63	708
Ananikian and Werner.....	1925	2,000	456	5,737.65	2.86	12.58	10.00	.022	45	715
Ferguson and Anesaki.....	1928	2,000	428	6,811.24	3.40	15.91	10.00	.023	43	938
Modern Language Association:										
Krapp.....	1926	2,475	756	5,387.94	2.17	7.12	10.00	.013	77	1,234
Tannenbaum.....	1927	2,579	257	2,212.75	.86	8.61	4.00	.015	67	195
Weller.....	1928	2,750	345	1,624.12	.59	4.71	3.50	.010	100	150
Paton.....	1926	1,000	946	3,132.97	3.13	3.31	9.00	.009	111	126
Albright.....	1927	1,366	448	1,579.81	1.15	3.52	4.50	.010	100	233
Allen.....	1927	1,000	584	2,502.08	2.50	4.28	7.50	.013	77	227
Historical Association:										
Ragatz.....	1928	1,048	534	2,612.39	2.49	4.89	5.00	.009	111	188
Lonn.....	1928	1,343	258	1,267.54	.94	4.91	3.00	.011	91	252
Heidel.....	1929	1,295	580	3,024.37	2.33	5.21	5.00	.008	125	160
Economic Association:										
Clark Essays ²	1927	1,000	378	2,435.17	2.43	6.44	2.65	.007	143	450
Philosophical Association:										
Shapley and Howarth ³	1929	2,500	428				4.00	.009	111	1,544
Smith ³	1929	2,700	719				5.00	.007	143	1,839

Anthropological Society: ⁴										
Benedict.....	1923	800	97	448.03	.56	4.61	1.25	.013	77	30 ^s
Loeb.....	1924	800	40	193.27	.24	4.83	1.10	.027	37	22 ^s
Parsons.....	1925	800	42	296.07	.37	7.05	2.00	.048	21	17 ^s
Parsons.....	1926	1,000	123	723.24	.72	5.88	1.50	.012	83	27 ^s
Goldfrank.....	1927	925	129	749.05	.81	5.81	1.50	.012	83	16 ^s
Morss.....	1927	925	42	360.07	.39	8.57	.60	.014	71	26 ^s
Gower.....	1927	995	60	261.85	.26	4.36	.75	.012	83	12 ^s
Parsons.....	1930	1,100	309	2,306.11	2.09	7.46	3.75	.012	83	2 ^s
Liang.....	1930	1,100	78	709.72	.65	9.10	1.00	.013	77	5 ^s
Index.....	1930	1,225	199	922.02	.75	4.63	2.00	.010	100	3 ^s
Bibliographical Society:										
Sabin, Part 117.....	1927	500	96	522.05	1.04	5.43	4.00	.042	24	209
.....	1927	540	96	498.62	.92	5.19	4.00	.042	24	209
.....	1928	550	96	494.80	.91	5.15	4.00	.042	24	209
.....	1928	535	93	554.10	1.04	5.96	4.00	.043	23	209
.....	1929	500	96	539.00	1.08	5.61	4.00	.042	24	209
.....	1930	500	96	511.85	1.02	5.33	4.00	.042	24	209
.....	1930	500	96	511.86	1.02	5.33	4.00	.042	24	209
.....	1930	500	96	511.86	1.02	5.33	4.00	.042	24	209
Linguistic Society:										
Esper.....	1925	1,000	47	130.00	.13	2.77	1.00	.021	48	5 ^s
Kent.....	1926	1,000	76	174.22	.17	2.29	1.50	.019	53	24 ^s
F. A. Wood.....	1926	1,000	124	317.47	.32	2.56	1.50	.012	83	0 ^s
Small.....	1929	1,050	121	287.35	.27	2.37	1.75	.014	71	1 ^s
Tuttle.....	1930	1,000	40	112.38	.11	2.81	.75	.019	53	0 ^s
Sapir.....	1930	2,100	28	168.92	.08	6.03	.50	.018	56	1 ^s
Curne.....	1930	1,400	178	1,273.15	.91	7.15	2.50	.014	71	0 ^s
Albright.....	1927	1,000	25	82.07	.08	3.28	.60	.024	42	4 ^s
Yoder.....	1928	1,000	103	229.30	.23	2.22	1.25	.012	83	2 ^s
Odgers.....	1928	1,000	32	89.65	.09	2.80	.60	.019	53	4 ^s
Smith.....	1929	1,150	160	463.00	.40	2.89	2.00	.013	77	10 ^s
Frary.....	1929	1,000	80	250.00	.25	3.13	1.25	.016	63	3 ^s
Zieglschmid.....	1929	1,000	75	304.56	.30	4.06	1.25	.017	59	1 ^s
F. T. Wood.....	1930	1,250	90	332.80	.26	3.69	1.25	.014	71	0 ^s
Vedic Variants, I.....	1930	1,500	340	1,237.92	2.48	3.64	5.00	.015	67	87

[APPENDIX C]—Concluded

Society and Author	Date of Issue	Size of Edition	Number of Pages	Manufacturing Cost	Cost per Copy	Cost per Page	Price per Copy	Price per Page	Price Pages per Dollar	Copies Sold
Mediaeval Academy:										
Rand ¹	1929	500	482	9,057.42	18.11	18.79	50.00	.104	10	105
Beeson ²	1930	500	282	3,169.95	6.34	11.24	12.00	.043	23	77
Byrne.....	1930	1,000	169	868.21	.87	5.14	2.75	.016	63	85
Cooper.....	1928	1,000	479				5.00	.010	100	206
Jones.....	1929	750	595				6.50	.011	91	83
Averages.....		1,133	266	1,651.68	1.69	5.89	4.80	.021	67	219

¹ This tabulation is likewise based on the figures given in the accounts of the societies' activity.

² The cost of the book to the Association is here taken as the manufacturing cost. For the arrangements under which this book was published, see above, page 110.

³ Manufacturing costs for these volumes are not available; the books were manufactured at the expense of the McGraw-Hill Book Company; see above, page 113.

⁴ The manufacturing costs of publications of the Anthropological Association as here given are a trifle high, since these totals include some expenses of distribution. Itemized figures are not available.

⁵ This figure does not include copies distributed free to members of the society.

⁶ Each of these volumes includes two hundred colotype reproductions.

[APPENDIX D]

DISCUSSION OF FREE DISTRIBUTION

Since the societies' interests are so closely related, they should consider with particular care the ultimate expedience of any practice which might disintegrate the market they serve together or any neglect of opportunities for exploitation that the market offers. For since these societies may expect in some degree to profit from coöperation, each society is to that extent, at least, responsible to the others.

Free distribution appears both to disintegrate the market and to neglect opportunities for exploitation. The societies, therefore, should carefully weigh the advantages and disadvantages of this practice.

If, in the first place, the membership of a society actually embraces the entire interested public, and if, in the second place, the society's income from this membership is sufficient to finance publications other than its journal (generally paid for out of such funds), free distribution to members and subscribers is almost the ideal arrangement. At a minimum cost and immediately after publication the entire audience is reached. Since the size of this audience is known in advance the manufacture of the book in question can be regulated accordingly. The return from sales, since paid in the form of dues, is realized in advance of publication. Under these conditions, this method offers all the advantages of publishing in a periodical, and at the same time all the advantages of separate publication.

If, on the contrary, the entire audience is not included among the members and subscribers, the effectiveness of free distribution is much impaired. To reach the remaining purchasers, some sales promotion must necessarily be undertaken. If, however, the membership is at all inclusive, only comparatively few sales can be expected as a result of such promotion. Furthermore, this portion of the market is in all probability the most difficult to reach, as is, indeed, demonstrated by the fact that it has not yet been included in the society's membership or subscription list. Therefore the cost of such promotion must for the few sales anticipated be disproportionately high.

Or, if the income from dues and subscriptions is not sufficient to finance publication, the economy of free distribution is dubious. If there is a genuine interest in the publication, purchasers should be willing to pay at least a nominal price. Even if publications distributed free can be financed by funds from other sources, from authors for example, why should not the purchasers' interest be exploited? If it is possible to issue a given number of volumes without the return which might be expected if even a nominal price were charged, this return would make possible either the enlargement of future volumes issued, or the publication of a greater number. Not to exploit this source of revenue, then, is to neglect an opportunity that the market offers.

Again, every learned publication distributed free must foster some feeling on the part of the recipient that other publications should come to him in the same way. Consequently, free distribution must in some measure prejudice the recipient against the purchase of similar publications. Unless it can be made clear that the recipients by paying dues to the society have already done their part toward financing the publications distributed, free distribution, therefore, tends also to disorganize the existing market.

With the present comparatively limited resources for the support of publication, few publications involving any great expense can be distributed free, unless their cost can be covered by dues. Accordingly, seldom if ever, would the prices of publications now distributed free rise above the lowest price range. What harm would there be, consequently, in charging the recipients of these publications some nominal price, unless they have already contributed to the expense by paying dues? At least some return would be realized from sales, and the prejudicial effect of free distribution would be avoided.

Possibly, it might be objected that charging even a nominal price would diminish the wide hearing otherwise secured for these publications by free distribution. If so, one might inquire how real the interest in them actually is. Indeed, with an interest so slight as to be affected by charging a nominal price, is the expense of printing and distributing justified? There must be some minimum of demand at which it ceases to be expedient to print and distribute material, unless the object is to popularize the subject treated.

PUBLICATIONS OF THE AMERICAN COUNCIL OF LEARNED SOCIETIES

Bulletin, No. 1, Oct., 1920.

Bulletin, No. 2, Dec., 1922.

Bulletin, No. 3, Dec., 1924.

Bulletin, No. 4, June, 1925.

Bulletin, No. 5, May, 1926.

Bulletin, No. 6, May, 1927.

Bulletin, No. 7, April, 1928.

Bulletin, No. 8, Oct., 1928.

Bulletin, No. 9, Dec., 1928.

Bulletin, No. 10, April, 1929.

(*Promotion of Chinese Studies*).

Bulletin, No. 11, June, 1929.

Bulletin, No. 12, December, 1929.

Bulletin, No. 13, April, 1930.

Bulletin, No. 14, November, 1930.

Bulletin, No. 15, April, 1930.

Bulletin, No. 16, May, 1931.

(*Publication of Books and Monographs by Learned Societies*).

(Any *Bulletin* will be sent to any address upon receipt of twenty-five cents in stamps. Address the Executive Offices.)

List of American Learned Journals devoted to the Humanistic and Social Sciences, by Leo F. Stock, reprinted from *Bulletin*, No. 8.

The Corpus Vasorum Antiquorum, by Mortimer Graves, reprinted from *Bulletin*, No. 7.

An Inexpensive Method of Reproducing Material Out of Print, reprinted from *Bulletin*, No. 8.

Statutes of International Union of Academies (translation), reprinted from *Bulletin*, No. 9.

Index to Bulletins 1-10, 1920-1929.

(Any reprint will be sent to any address upon receipt of ten cents in stamps. Address the Executive Offices.)

Research in the Humanistic and Social Sciences, by Frederic Austin Ogg. Ph.D., The Century Co., 1928. 8vo. 450 pp. \$1.50, paper, \$2.50, cloth.

Dictionary of American Biography, Allen Johnson, and Dumas Malone, editors. Volumes I to VI, Abbe-Frazer. Charles Scribner's Sons, 1928-1931.

IN PREPARATION

Dictionary of American Biography, Dumas Malone, editor. Volume VII and subsequent volumes. Charles Scribner's Sons.

American Learned Societies; a survey for the American Council of Learned Societies, by Waldo G. Leland and Mortimer Graves.

Report of the Committee on Linguistic and National Stocks in the Population of the United States, Walter F. Willcox, chairman. (This report will deal with the population at the time of the first census, 1790.)



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